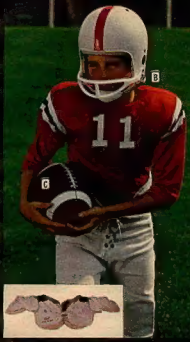
"PRO" team uniform outfits

NFL

OFFICIAL TEAM COLORS OF EVERY NATIONAL FOOTBALL LEAGUE TEAM



4-piece uniform

12.88

Rawlings

AMERICAN CONFERENCE

NATIONAL CONFERENCE

4-piece basketball set

- Weather-resistant, 36x24-in. size, ½-in. thick oil-tempered backboard
- ½-in. steel rim goal with backplate
- Official size sure-grip basketball
- Needle and air pump included

4-pc. set

11.99

1 **Sets up quickly on wall or post.** Non-glare white backboard has orange target area. 18-in. diam. steel goal has 8 fixed net-holders, white cotton net. Pebble-grained basketball, scuff and water-resistant. Hand pump, needle. Heavy-duty angle iron brackets, *hardware incl.*
60 GT 23530 R—Ship. wt. 21 lbs. ..... set **11.99**

Port-a-Court

only

33.99

Unique basketball unit for beginners, varsity athletes or family. Sets up any place (indoors or out) where there's enough running room.

2 **Port-a-Court**—Instant basketball . . . just set it up and start shooting. Pole adjusts from 6 ft. to regulation 10 ft. heights. ⅜-in. steel rim goal; cotton twine net. All-weather ½-in. marine plywood backboard in white finish with black edge. (40x29 in.) Ship. wt. 68 lbs.
60 GT 23549 R . . . . only **33.99**

Official size and weight basketball

9.49

Needle included

3 Precision wound with *nylon* to retain shape. Butyl bladder. Pebble grain rubber cover.
60 GT 23406—Orange-tan. Ship. wt. 2 lbs. **9.49**

NFL team uniforms... wear your favorite!

- **Team insignia helmet**
- **Molded shoulder pads**
- **Washable team jersey**
- **White football pants**

4-pc. outfit

12.88

A **What a great way to have backyard scrimmages!** Pit your favorite NFL teams against each other and actually wear their uniforms. Official team colors and insignias of every NFL team. Molded Cy-co-lite® double-toe-guard helmet; molded shoulder pads completely washable cotton jersey and twill pants with hip and thigh guard pads. Two sets (0-9) of iron-on numbers included. Boys' medium size only. **Not recommended for competitive league play.** *State code no. of team uniform wanted from table below.*
L60 T 23301 T—Wt. 4 lbs. ..... each outfit **12.88**

NFL "Pro" team uniforms	Code no.
Chicago Bears	02
Cleveland Browns	03
Minnesota Vikings	15
St. Louis Cardinals	12
Cincinnati Bengals	27
Detroit Lions	04
Green Bay Packers	05
Kansas City Chiefs*	26
Baltimore Colts*	01
Los Angeles Rams*	06
New York Giants*	07
Philadelphia Eagles*	08
Pittsburgh Steelers*	09
San Francisco 49rs*	10
Washington Redskins*	11
Dallas Cowboys*	14
Atlanta Falcons*	18
New Orleans Saints*	17
San Diego Chargers*	16
Buffalo Bills*	19
New York Jets*	20
Boston Patriots*	21
Oakland Raiders*	22
Houston Oilers*	23
Denver Broncos*	24
Miami Dolphins*	25

All Kansas City customer orders filled from stock. Chicago, St. Paul orders filled from stock, except: *Shipped from Kansas City, allow 3 extra days for delivery. Order, pay charges from nearest house.

Tetherball set, only

set 6.88

- Heavy-duty laceless vinyl ball
- All steel, 3-pc. jointed 10-ft. pole
- Strong secure nylon tether rope

Ground sleeve eliminates pole guy lines

6 **Fun packed action . . .** needs only small area to play in! Official size, weight ball; weather and crack resistant. Heavy-gauge steel pole fits into 10-in. ground sleeve. Complete with instructions.
60 GT 23617 A—Ship. wt. 9 lbs. ..... set **6.88**
60 GT 23819—Tetherball only. Wt. 1½ lbs. **3.87**

See Wards General Catalog for more sporting goods and outdoor recreation games.

"Tony Roche" tennis set

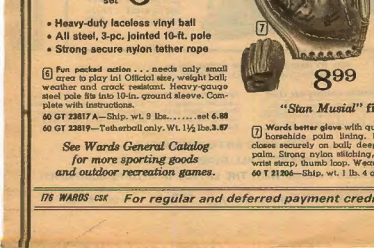
11.99

4 Complete tennis outfit for junior development play endorsed by Tony Roche, USLTA approved. Tony Roche racquet, press, 3 balls; wrist sweatlet; instr. handbook.
60T23650-Wt. 6 lbs. set **11.99**

5-piece kick set

5.69

5 **Kicking practice set.** Includes everything needed to develop and sharpen skill. Kicking tee, official size and weight football, pump and needle. Ship. wt. 2 lbs.
60 GT 23220. . . . . set **5.69**



"Stan Musial" fielders glove

8.99

7 **Wards better glove** with quality steerhide facing, horsehide palm lining. Flexible action hinge closes securely on ball; deep pocket and greased palm. Strong nylon stitching, rawhide lacing. Adj. wrist strap, thumb loop. Wear on left hand.
60 T 21206—Ship. wt. 1 lb. 4 oz. **8.99**

"Jr. Pro" outfit **11.99**

Molded helmet—padded web suspension

B **Durable outfit for young backyard players.** White Cy-co-lite® helmet with adjustable chin strap, double toe bars guard. Elastic strap shoulder pads. All cotton UCLA style jersey (scarlet), 2 sets iron-on numbers. Natural color pants; padded hip, knee. **Not recommended for competitive league play.** *Sizes:* S(24-26), M(28-28), L(28-30). Ship. wt. 4 lbs.
Z60 GT 23300—*State size on order*. . . outfit **11.99**

COMPETITION FOOTBALLS

Top-grain leather **6.99**

C **Better quality football.** Sure-grip top-grain leather cover. Double lined for extended wear. Butyl bladder. Dawhide®-leather laced.
60 GT 23232—White stripes. Wt. 1 lb. 8 oz. . . **6.99**

Roman Gabriel Football **8.99**

D Our finest football . . . endorsed by Roman Gabriel, "Most Valuable Player, NFL 1969." Top-grain pebble leather cover; tough 2-ply lining; contoured butyl bladder. Dawhide®-leather laced.
60 GT 23203—White stripes. Wt. 1 lb. 8 oz. . . **8.99**

All-purpose sport shoes **6.49**

E **Recommended for football, soccer, baseball.** Cleats slightly shorter than football shoe size. Black vinyl uppers; top-grain leather toe tip and eyelet facing; injection molded all-purpose sole. 2 white vamp stripes. State full youth size: 1-9 (med. width only). If you wear sweat socks, order size larger. Ship. wt. 2 lbs.
Z60 GT 23388—*State size on order*. . . . pair **6.49**

For regular and deferred payment credit terms, see pgs. 207-8. Shop Early. PAY IN FEB.

GIANT Disney Set

1 **Like a trip to California's famed Disneyland** for a magical tour of Fantasyland! Watch your favorite child's eyes light up as Mickey Mouse, beautiful Snow White, Peter Pan, Tinkerbell, Pinocchio, Bambi, The Seven Dwarfs and all his favorite pals take him by the hand for a personally guided tour of the wonderful world of Disney. It's all in Wards BIG, exclusive 100-pc. storybook castle that's just waiting to be gift-wrapped for your special youngster.

Every one of the over 40 hand-painted characters is carefully crafted with life-like details. Set includes ground sheet, tropical plants, catapults that really work, fantasy houses, plus lots more surprises.

See-through plastic castle about 9½ in. high has colorful pennants. Tallest character is almost two inches high. Put the delights of Disneyland at their fingertips this Christmas with Wards Disneyland castle set.

48 T 24388—Ship. wt. 3 lbs. . . . . **set 6.99**

NEW! 70-pc. Apollo

2 **Climb aboard the history-making Apollo** rocket and blast-off to the moon for exciting lunar adventures with America's famous Astronauts! Only Wards has this authentically complete Apollo Exploration Set for youngsters.

Here's everything your little astronaut needs for hours and hours of space-age fun: astronauts, moon-vees, friction-drive Apollo rocket proudly draped with U.S. flag, friction-drive space tank, space mobiles that roll on wheels, auxiliary rockets, radar equipment. Over 70 pieces in all, ready to be positioned in all kinds of imaginative ways on the crater-dotted 20 by 28½ in. simulated moon sheet. Big Apollo rocket abt. 13 in. long.

48 T 24392—Ship. wt. 1 lb. 3 oz. . . . . **set 4.77**

BIG Ft. Cheyenne

3 **Thrill-packed frontier set** loaded with hours and hours of authentic Old West adventures. Proud Indians, brave cavalry, untiring horses and historical fort complete this exciting scene straight from the early days of our nation.

Pow wow with Indians right in their own encampment across the river. Ride with the rough and ready cavalry as they set out on a perilous 3-day mission.

Fort-full of surprises comes neatly stashed in its own vinyl "military dispatch case" painted with colorful western scene. Includes 3-D tepees; all life-like figures finely-detailed.

Handsomely-detailed fort folds out of case (about 12x14½x5½ inches deep).

48 T 24312—Ship. wt. 4 lbs. 9 oz. . . . . **set 6.49**

Exclusive! Noah's Ark

4 **Noah's Ark! That enchanting Biblical story** comes to life for your youngsters as they see, touch, manipulate over 100 hand-painted, finely-detailed plastic miniatures in Wards' exclusive Noah's Ark Playset.

Help Noah and his family guide the traditional pairs of elephants, zebras, fish, fowls, etc. up the long gangplank to the sheltered safety of the famous ark.

Kindly Noah is about 1¼ in. tall. Lush palm trees, dot the "landscaped" ground sheet to complete the setting. Ark measures about eight inches long.

48 T 24399—Ship. wt. 1 lb. 10 oz. . . . . **set 3.99**

50-Pc. "Working" Farm

5 **Tractor, combine, harvester have moving parts!** And these are only three of over 50 carefully detailed pieces that introduce your favorite youngster to the joys of farm life.

Join the farm family of five as they happily go about their country chores. Feed the cows, horses, pigs and other barnyard friends.

Up pops the silo when you open the stay-neat case. Inside the barn you'll find a hayloft, ramp, door that really work. There's even extra fence-sections for creating your own corrals plus hidden corral for temperamental animals. Vinyl case abt. 9½x14½x11½ in.

48 T 24308—Ship. wt. 3 lbs. 14 oz. . . . . **set 5.89**

Deluxe Farm Set 224 PIECES! only 8.88

Wards BIGGEST Farm Set. More pieces for more fun! This modern, bustling farm seems to spread over acres and acres of fertile land. Full color metal barn of sturdy steel is a giant 30x13¼x8½ in. Farm-family helps with the chores. Life-like details: silo, tuck shed, harvesters, a "real" bale of hay dangling from the loft, even a weather-vane to show your successful little farmer the way the wind blows. PLUS animals, chicken coop, crops, fencing, milk platform, tractor.

48 T 24005 M—Easy-to-set up. Ship. wt. 7 lbs. 5 oz. . . . **set 8.88**

CUT 50%! Voice Control Kennedy Airport

now only **4.99** was 9.98 through August 1969

FABULOUS VALUE

- **Give flight commands to miniature planes!**
- **Hear tower controllers through earphones!**

ONE HALF OFF! Listen to the tower and give instructions that move miniature airplanes over Kennedy International Airport. Be in an simulated take-offs, landings, loading instructions, weather reports and emergency commands. Includes passenger jets, helicopter with landing pad, Lear jet, hangers, terminal, control tower PLUS 2 records. Set 24x15 in.

48 T 24305—*Needs 1 "D" battery, order p. 418.* Wt. 6 lbs. 5 oz. . . . . **set 4.99**

Wild West Town only 9.66

NEW! Full color. Mosey down Main St. to the bank, general store, pony express office, saloon, sheriff's office, trading post, hotel. (Look! Here comes the stagecoach right on time!) Pick up your faithful horse at the livery stable and try your luck in the gold mines outside of town. Incl. cowboys, horses, even a hitching post. Closed abt. 19¼x8½x6 in. high.

48 T 24313—Wt. 4 lbs. 1 oz. **9.66**

NEW! Apollo Exploration Set! ONLY AT WARDS 4.77

Ft. Cheyenne! only 6.49

4 Noah's Ark! 100-pc. set only 3.99

"Working" Farm Has Moving Parts!
50-pc. set only 5.89

FOR SALE
DOLL HOUSES
completely furnished

Deluxe 7-room Colonial

1 **Here is the doll house every little girl dreams of!** A sturdy steel bi-level with lights and a yard and 7 rooms of pretty plastic furniture. There is a living-dining room, a family room with wrap-around jalousie windows, a kitchen and laundry room, a bedroom, nursery, bath and even a sundeck! Gaily lithographed to look like it's made of clapboard and brick, house has shutters and windowboxes . . . dormers and weathervane . . . plus, a fenced-in yard full of playground equipment! About 45x15x19 in. high; doll house lights up with a "D" cell battery (buy it on pg. 418). Family of dolls included—ready to move into the house!
48 T 24230 M—Ship. wt. 17 lbs. . . . . complete **14.49**

Portable vinyl home

2 **"Doll house in a suitcase" for girls "on the go"!** Your youngster can tote this sturdy bi-level house all around the neighborhood—like a handy carrying handle and it folds compactly to 14½x17x12½ in. When she's ready to play, the back slide down to create a back yard . . . to reveal 3 floors of charming plastic furniture! Everything she needs to set up housekeeping, right down to the kitchen utensils and the family of four dolls. The high-ceilinged living room features a great Lannonstone fireplace with a "fire." Upper levels include a master bedroom and nursery.
48 T 24225 M—Ship. wt. 6 lbs. 10 oz. . . . . complete **8.88**

Contemporary metal house

3 **All-steel contemporary colonial** with double-hung windows and door *that really open and close* . . . and a plastic bay window, too! Colorfully lithographed inside and out . . . permanently attached to a 15x26-in. base . . . house has a breezeway, a carport, two pieces of lovely furniture, garden tools and a small beautifully landscaped yard. Each of the 5 rooms is completely furnished with smart plastic appointments. The kitchen is conveniently located near the dining-living room . . . a modern bath separates the master bedroom from the guest room. Abt. 16 in. high overall. Doll family included.
48 T 24221 M—Ship. wt. 9 lbs. . . . . complete **6.99**

Doll family needs home!

4 **Family of 5 dolls** all dressed up and waiting to move into some little girl's doll house. Father is 4½ in. tall, mother, sister, brother, baby are red headed; all bend easily so they can sit, stand and even hold things!
48 T 24299—Ship. wt. 6 oz. . . . . set **1.99**

Doll furniture for sale!

5 **17-pc. set of decorator doll house furniture:** grand piano w/bench, grandfather clock, dining table, 2 chairs, tilt-top table, 2 side chairs, coffee table, fireplace set, rocking chair, desk, divan, vanity w/mirror, bench.
48 T 24298—Ship. wt. 2 lbs. 3 oz. . . . . set **3.99**

6 Early American metal house

Playhouses . . . child size

Over 5 feet high!

only **7.98**

Walk-in house . . . roomy, colorful!

It's just like having your own little home—big enough to hold you and 3 of your little friends—maybe they'd like to stay for tea. Sturdy corrugated paperboard reinforced for strength, windows on 3 sides. Easy to assem.

Handsomely decorated with bright, gay colors—tall, make-believe tulips "grow" along the walls, there's a mailbox painted at your front door. About 48x65x62 in. high.
48 T 24214 A—Ship. wt. 16 lbs. **7.98**

Crawl-in house . . . almost 4 feet high!

only **4.77**

Giant crawl-in playhouse is big enough for the whole gang to fit inside! There are 3 windows to peep out of, a door that swings open and shut, even a mail slot for the postman to use. Sturdily constructed of rugged, corrugated fiberboard, house takes plenty of abuse. Sets up easily indoors or out, folds flat for storage, has snap-on carrying straps for toting. Abt. 40x30x45 in. high.
48 T 24206 M—Wt. 10 lbs. 3 oz. . **4.77**

Shop Early and "Charge It"!
For complete credit details
. . . see page 208

Your Choice 4.99 (6) or (7)

Metal house has 6 rooms plus sundeck

6 This Christmas, buy her a 6-room lithographed steel house with turned edges, 29 pieces of plastic furniture and a family of dolls . . . one with a combination living-dining room, kitchen, bedroom, bath, nursery, fully equipped laundry room and sundeck with overall. Abt. 19½x9½x13½ in.
48 T 24218 M—Wt. 7 lbs. 7 oz. complete **4.99**

Quaint vinyl cottage folds to carrying case

7 **Enchanting English cottage** with storybook charm and a living room, dining area, kitchen, bedroom-nursery filled with miniature plastic furniture. Converts to carrying case with strap handle. Family 4 dolls incl.
48 T 24226—Wt. 2 lbs. 6 oz. complete **4.99**

7 English cottage

1

Extra big deluxe doll house

. . . a real dream house! Classic Colonial Mansion almost 4 ft. long . . . and it's lighted, too

14.49 complete

Contemporary style

6.99

3

2 **8.88** Portable vinyl house

4

5

TYPE ON AND ON AND ON...

ALL ELECTRIC PORTABLE WITH
POWER RETURN!

SAVE $30
139.88

All electric portable has power-return—your fingers never leave the keyboard . . . you type faster!

EXTRA-WIDE
11-INCH CARRIAGE

FULL-SIZE
ACTION PORTABLE

SAVE $19
69.88

Has many features that put it far ahead of competition!

"COMES ON" WITH
ALL THE FEATURES THAT MEAN EXTRA
PERFORMANCE

THIS LITTLE PORTABLE
GOES WHERE YOU GO!

SAVE $5
44.88

Lets you type with a minimum of fuss and adjustment!

Only 3½ in. high

MINI-SIZE—BIG TYPEWRITER
RESULTS

Reduced for Christmas giving

SAVE $14

114.88

cash or $6 monthly, terms, page 208

Our best adder

Promise him a balanced budget . . . and give him a Signature electric adder!

- Super-big capacity—adds 10, totals 11 columns
- Credit balance gives negative total or subtotal
- Double-zero Key for fast, efficient operation

Budgets will seem easier when you have help. This electric adder has many features to rescue you from those mountains of calculations. It not only adds, subtracts, multiplies, but also totals and subtotals to plus or minus balance. Non-add key prints numbers not to be added to the total on permanent tape. 2-color ribbon lists minus entries and credit balance totals in red. Repeat key for multiplication. 10-key, instant response keyboard. Ridged "5" key, clear key, double-zero key. 2-line green housing with all metal mechanism. 110-120 volts, AC. UL listed. 7¾x10¼x5¼ in. high. Dust cover included. Reg. 128.95.

67 GT 8493—Wt. 12 lbs. . . . . Now **114.88**

Avocado simulated leather case for protecting your adder. Black trim. Fits all Signatures.

67 GT 8463—Ship. wt. 2 lbs. **8.95**

SAVE $10 79.88

cash or $5 monthly, terms, pg. 208

Adds 7 columns, totals 8

Our economy credit balance electric adder will get you through the new year and its many calculations. Add, subtract, multiply—get totals up to 999,999.99. Credit balance totals and subtotals in plus or minus balance. 10-key keyboard. Ridged "5" key for easy touch positioning. 7¾x10¼x5¼ in. high. Green housing; all metal mechanism. Includes dust cover.

67 GT 8490—Ship. wt. 12 lbs. . Reg. 89.95; now **79.88**

STOP!!!

Never lick another stamp! Let Postafix do it! It's always ready to use only

19.95

- Affixes stamps to envelopes and packages
- Moistens and affixes stamps in one easy operation
- Stamps up to 60 envelopes per minute—maybe more!
- A great gift for use at home, office, or just about anywhere!

No more licking! Stamps hundreds of Christmas cards in minutes without a mess—your hands never touch the moistened stamps. Just load with water, stamps, and it's ready to go. Push down to automatically affix a stamp. Easily loads rolls of 100 or 500 stamps available at your local post office. Stays loaded, ready to use at a moment's notice. Made of vinyl-coated steel. Ship. wt. 1 lb. 4 oz.

67 T 8599. . . . . only **19.95**

NEW! COMPLETELY ELECTRIC PORTABLE with Power-Return

SAVE $30

$7 monthly or cash **139.88** Terms, pg. 208

- Fully-featured, fully-powered
- 11-in. carriage handles standard paper sideways
- Has ½-spacing for correcting errors
- Copy control assures clear carbons

Just in time for gift-giving—a new portable that is completely electric. Now type with more speed than ever before with power-return. New colors, too—bright, fun-colors of red, white and blue make this machine the liveliest portable anywhere. Has more features to challenge even the more expensive models—electric repeat-space bar, electric back-space, and 4 electric repeat keys: comma, period, hyphen, or dash, X key. 88-character keyboard, ½-spacing and 1, 1½, 2 or variable line spacing. Personalized touch-control. Accepts Dial-a-type (Fall 1970 General catalog, page 641). Cycolac® case. Will be 169.95 in Spring '71 catalog.

67 T 8156 R—Plica type. Ship. wt. 33 lbs. . . . . now only **139.88**

67 T 8157 R—Elite type. Ship. wt. 33 lbs. . . . . now only **139.88**

Wards action-ready portable

SAVE $19

$5 monthly or cash **69.88** Terms, pg. 208

- Eye-level margin settings
- Personalized touch-control
- Accepts Wards Dial-a-type

Action ready whenever and wherever you are—that's the Signature 5100 portable typewriter. Produces school work that rates an "A+" for appearance; office work that shows a sense of pride. Place your fingers on 88-character keyboard, and start typing. You won't get hung up fussing with complicated extras because the 5100's features are designed to make typing easier. For example, one key sets and clears the 10-inch full-carriage tabulator.

Plus, you get 1, 1½, 2-line spacing and ½ spacing; +, =, /, 1 keys, measuring scales, 2-color ribbon, paper guide and much more. Even accepts Wards exclusive Dial-a-type for specialized typing projects (sold in Fall 1970 General catalog, page 641). Such features put Signature typewriters ahead of the rest! Blue-gray finish on rugged steel body, matching case. Ship. wt. 24 lbs.

67 GT 8136 M—Plica type. . . . . Reg. 88.95; now **69.88**

67 GT 8137 M—Elite type. . . . . Reg. 88.95; now **69.88**

The complete compact

SAVE $5

Special Christmas price **44.88**

- So compact, you can carry it anywhere
- Personalized, full-range touch adjustment
- Horizontal ½-spacing for correcting errors

Giving a gift to a student? Our 3007 compact typewriter would look great under the tree. Ideal for people on the go. Students can really benefit from it—keeps homework orderly and impressively neat. Or use it for the home—whenever you need it to get the job done. Easy to store. Only 3½ inches high, yet types right because it has the right features. Full 88-character keyboard steadily pounds out the pages as easily as it jots down those notes. 1, 1½, 2-line spacing. Eye-level handset margins on 9½-in. carriage with pre-set, 8-stop tabs—gets you set, keeps you typing with a minimum of fuss and adjustment. Margin release key and anti-jam key for easy operation. Two-tone beige. Cycolac® lid is also case. Reg. 49.95.

67 GT 8016 M—Plica type. Ship. wt. 14 lbs. . . . . now **44.88**

67 GT 8017 M—Elite type. Ship. wt. 14 lbs. . . . . now **44.88**

For regular and deferred payment credit terms, see pgs. 207-8. Shop Early, PAY IN FEB.

HEY KIDS, IT'S FUN!

1 Deluxe lighted viewer 3.15

Deluxe gift pack 5.55

2

Deluxe lighted outfit in handy storage tub, 7 reels

Standard viewer 1.45

Standard gift packs 3.55

3

© United Feature Syndicate

1 2 3 Lighted stereo viewers make a perfect gift! Illuminates reels by using 6 "D" cell batteries (not included; order on page 418).

(1) **Deluxe lighted viewer** with 7 scene reel.
67 T 3835—Ship. wt. 1½ lbs. 3.15

(2) **Deluxe gift pack.** Lighted viewer, 7 favorite 3-D reels; handy storage tub. Gift pack with cartoon favorites including Scrooge, Peanuts, Sugarfoot.
67 T 3874—Ship. wt. 1 lb. 3.55
Gift pack with science favorites including astronomics, biology, geology.
67 T 3881—Ship. wt. 1 lb. 3.55
Gift pack with Disney favorites including Donald Duck, Mary Poppins.
67 T 3879—Ship. wt. 1 lb. 3.55

3 **Standard viewer.** Hold to light to view. Lever advance, one reel included.
67 T 3806—Ship. wt. 15 oz. ..... viewer 1.45
Gift pack: viewer, 7 cartoon reels including Snoopy, etc.
67 T 3872—Ship. wt. 1 lb. ..... outfit 3.55
Gift pack with Disney favorites including Donald Duck, etc.
67 T [illegible]—Ship. wt. 1 lb. ..... outfit 3.55

New!! Talking View-Master 13.87

Now *sight plus sound* make View-Master more exciting than ever before. Explains and entertains while increasing child's knowledge of the world. Makes cartoon characters more life-like. A fantastic gift. Easy to operate—just slip color 3-D reel in, press button, and it talks. Uses 2 "C" batteries (not included, see page 418). Comes with six talking reels.
67 T 3879—Ship. wt. 2 lbs. 9 oz. ..... outfit 13.87

Talking View-Master only. One demonstration reel included.
67 T 3878—Ship. wt. 2 lbs. 10.87

Use CHARG-all! Terms, p. 208

SAVE $8 to 8.50

Complete 24-piece View-Master outfit 14.88

A gift the whole family can enjoy at one time! 24-piece View-Master outfit includes projector at right, 22x22-in. table screen, 21 seven-scene reels (147 scenes) of children's favorites: scenic U.S.A., foreign lands. Illustrated tour booklets. Hand viewer for 3-D stereo viewing. Wt. 6 lbs. 7 oz. Save $8.
67 T 3862. . . . Sep. 22.89; outfit 14.88

Deluxe outfit: 24-pc. outfit above, case for reels, projector. Save 8.50.
67 T 3883—Ship. wt. 8 lbs. 7 oz. ..19.38

Add a projector to your View-Master equipment and have a group-over for a show. 30-watt projector with f/3 lens. Convection-cooled to prevent heat distortion of reels. Vertical knob adjuster, picture advance lever. 6-ft. cord. For all reels except those marked (†). CSA approved. UL listed, 110–120 V. AC. Ship. wt. 2 lbs.
67 T 3836. ..... 8.45

Replacement lamp for projector.
67 T 3171—Ship. wt. 2 oz. 1.39

Pick your favorite View-Master reels here!

Three 7-scene full-color reels in each packet listed. Packets marked (*) include story folder. Packets marked (**) include guidebook, real coin (if available) and stamp. *State catalog and title numbers.*
W67 T 3812 P—*Postpaid*.....each **1.50**

CHILDREN'S FAVORITES

2-365 The Aristocats, Disney
2-317 Disney on Parade
2-377 The Liddle Kiddles meet the Komic Kiddles
2-573 Nanny and the Professor
2-584 Superman and the Computer Crook
1-177 Adventureland (Disneyland)
2-400 Bambi*
2-692 Batman*
2-570 The Beverly Hillbillies*
2-531 Bugs Bunny*.
2-545 Casper's Ghostland
2-318 Cinderella*
2-479 Daniel Boone*
2-538 Dennis the Menace*
2-525 Donald Duck*
2-571 Family Affair
1-178 Fantasyland (Disneyland)
2-520 Flintstones*†
2-485 Flipper*
2-495 The Flying Nun*
2-317 Goldilocks & the 3 Bears*
2-425 Heidi*
2-494 Land of the Giants*
2-301 The Love Bug
2-363 The Jungle Book*
2-489 Lassie Rides Lay Flames*
2-381 Littlest Angel*
2-482 Lost in Space*
2-376 Mary Poppins*
2-493 The Monkees*
2-410 Mother Goose Rhymes*
2-536 Peanuts*
2-372 Peter Pan*
2-311 Pinocchio*
2-538 Road Runner*
2-300 Snow White*
2-544 Snoopy and the Red Baron
2-405 Story of Smokey the Bear
2-311 Tom and Jerry*
2-310 Little Red Riding Hood*
2-380 Alice in Wonderland*
2-368 Winnie the Pooh*
2-361 Wizard of Oz

CHRISTMAS AND BIBLE STORIES

New 2-853 Moses and the Plagues of Egypt
2-852 Bible Heroes*
2-875 Birth of Jesus*
2-363 Christmas Story*
2-851 Noah's Ark*
2-382 Night before Christmas*
2-870 Rudolf the Red Nosed Reindeer*
1-660 Santa's Workshop
2-326 The Holy Land, Israel and Jordan*

SCIENCE SERIES

New 2-684 Probing the Past (archeology)
New 2-685 History of Flight
New 2-679 Fish Life
2-676 Prehistoric Life*
2-677 Rocks and Minerals*
2-675 Our Planet Earth*

SPECIAL SUBJECTS

New 2-853 Instructional Baseball
New 2-854 Instructional Tennis
New 2-940 Little League World Series
2-948 Automobile Racing*
2-725 American Indians*
2-657 America's Man in Space*
2-658 NASA's Project Apollo, Man on the Moon*
2-656 Moon Rockets and Guided Missiles*
2-901 The 7 wonders of the World—Ancient, Modern, Natural*

UNITED STATES TRAVEL

New 1-638 Gettysburg National Military Park
New 1-819 Arlington Cemetery
New 1-373 Grand Canyon River Trip
1-101 Alaska
1-486 Black Hills, South Dakota*
1-716 Coast of Maine*
1-813 Colonial Williamsburg, Va.*
1-320 Colorado*
1-361 Grand Canyon.
1-370 Exploring the Grand Canyon*
1-886 Great Smokey Mts., Tenn. and South Carolina
1-120 Hawaii*
1-123 Honolulu & Waikiki, Hawaii*
1-497 Mt. Rushmore, South Dakota*
1-641 New England, Covered Bridge and Fall Foliage
1-732 Smithsonian Institution
1-790 Washington, D.C.*
1-793 The White House, Wash., D.C.*
1-309 Yellowstone National Park, North Wyoming*
1-306 Yellowstone National Park, South Wyoming*
1-958 Scenic U.S.A.*

WORLD TRAVEL

New 2-258 Expo 70 Osaka, Japan—General
New 2-270 Expo 70 Osaka, Japan—Night Scene
New 2-141 The Pyramids and Antiquities of Egypt
1-090 Canada**
2-158 England**
2-193 Germany**
2-190 Holland**
2-160 Ireland**
2-262 Japan*
2-201 Mexico*
2-250 South Viet Nam*
2-185 Switzerland**

ANIMALS AND ZOOS

2-617 Children's Zoo*
1-864 Marineland of Florida*
1-188 Marineland of the Pacific*
2-819 Prehistoric Animals*
2-615 Strange Animals of the World*
2-618 Wild Animals of Africa*
2-614 Wild Animals of the World*
2-611 Wild Birds*
2-612 Wonders of the Deep*

Talking View-Master adds sound to the show!

Learn while you look with the new talking View-Master reels. See sights from all over the world and let View-Master be your talking guide. Hear Snoopy fight the notorious Red Baron. Many to choose from. Have enough reels on hand to keep the children entertained for hours. You no longer have to read to your children while they look through the View-Master. The talking reels do the work for you—lets the kids handle the whole thing on their own. Three reels in each packet. Use only with special talking viewer. *State catalog and title numbers.*
W67 T 3805 P—*Postpaid*.....each **2.69**

CHILDREN'S FAVORITES

2-380 Alice in Wonderland
2-545 Casper's Ghostland
2-318 Cinderella (Disney'd)
2-531 Bugs Bunny
2-514 The Flintstones
2-363 Jungle Book
2-410 Mother Goose Rhymes
2-405 Smokey the Bear
2-516 Popeye
2-544 Snoopy and the Red Baron
2-300 Snow White
2-361 Wizard of Oz
2-871 Little Drummer Boy
2-851 Noah's Ark

AROUND THE WORLD

1-090 Canada
2-226 The Holy Land
2-185 Switzerland
2-178 Vatican City

UNITED STATES SCENES

1-303 Disneyland
1-371 Grand Canyon
1-791 National Gallery of Art
1-845 New York City Sightseeing
1-662 Niagara Falls
1-988 Scenic U.S.A.
1-451 United Nations
1-801 Washington, D.C.
1-793 The White House
1-306 Yellowstone National Park

SCIENCE AND ART

2-683 Apollo Moon Landing, 1969
2-678 Birds of the World
2-675 Our Planet Earth
2-682 Physics—Matter—Energy
2-676 Prehistoric Life
2-901 The 7 Wonders of the World
2-816 Wild Animals of the World

Each packet has 7 reels (49 color scenes) for stereo viewing with standard or lighted viewer or with projector. Handy plastic storage container. *State catalog number and packet number.*
W67 T 3885—Ship. wt. packet 4 oz...each packet **2.15**; 2 for **4.20**

724 American Wonders
725 Animals
726 Natural History
727 Foreign Wonders
728 Flintstones
729 Disney Cartoon
730 Disney Fairy Tales
731 Fables
732 Disneyland Magic Kingdom
733 TV Cartoons
734 TV Showtime
735 U. S. Space Program

Reel Pack 2.10 each in 2's

Show your reels on compact table screen 2.49

Large 22x22-in. glaze-beaded table screen offers 494 sq. in. for viewing your projected View-Master reels. Great for group viewing. Ship. wt. 2 lbs.
67 T 1004.....**2.49**

Projector-reel case 4.99

Sturdy case stores your View-Master projector and reels. A convenient way for you to keep them well-organized, easily portable and easy to find. Ship. wt. 3 lbs.
67 T 3845.....**4.99**

Walt Disney Character Theater 10.98

Have a View-Master party and show the lively characters of Walt Disney in two-dimensional color with this projector. Or have a private showing in colorful life-like three dimensions with the stereo viewer. It's an outfit for kids of all ages to get the complete benefit of both the View-Master projector and 3-D stereo viewer. Perfect for "nothing-to-do" days. Outfit includes 10 Walt Disney reels including: Donald Duck, Bambi, Winnie the Pooh and many others. Projector. UL listed. Vinyl carrying case. Buy screen above.
67 T 3869—Ship. wt. 5 lbs. 8 oz....outfit **10.98**

Projector outfit 19.99

New places, new faces! Show beautiful scenery or cartoon favorites with this View-Master projector outfit. Broadens a child's knowledge of the world. It's a great gift for opening up new ideas for kids to explore. Lets them narrate their own show—creative fun. Children seldom outgrow it—it's fun for all ages. Powerful 100-watt projector projects sharp pictures from View-Master reels. Shows all your favorites in vivid color. Convection-cooled to protect reels—no blower necessary. Vertical adjustment knob, lever picture advance. f/2.8 lens. UL listed for 110–120V; AC outlet. CSA approved. Complete outfit includes projector, 22x22-in. table screen and 3 reel View-Master packet. Ship. wt. 3 lbs. 2 oz.
67 T 3843.....outfit **19.99**

Fire engine

C Rides two to the fire! Steel hook and ladder, about 45 inches long, has flashing red light, clanging bell and two removable ladders. Sturdy handrails on rear platform. Pedal drive with nylon bearings adjusts to three positions to suit driver. Molded rubber tires. Light uses 2 "C" batteries (not included)—order from page 418.

48 T 13458 A—Ship. wt. 35 lbs. 22.98

Road-Runner

D Pedal power geared to lightning rear-wheel chain drive! Body molded of high-impact plastic is about 41½ inches long. High-power details: auto-cycle scrambler tires for drifting turns, mag rally wheels, flip-down windshield, leather-look steering wheel, even a roll bar. "Fiery" ignition key, too. Bucket seat with restraint strap has lots of room for children aged 3 to 10.

48 T 13470 R—Ship. wt. 32 lbs. 19.99

Volkswagen convertible

E Sleek and shiny reproduction of the popular "Bug." Sturdy injection-molded plastic body on all-steel chassis 18x39½ in. long. Pedal drive—easy to stop or go. Molded rubber tires, red spinner hubcaps, silver-color bumpers and windshield.

48 T 13456 A—Ship. wt. 17 lbs..... ..... 17.87

Chubby Auto

F Chubby auto makes a perfect sidewalk pal for tots. Tough molded polypropylene body on steel chassis is about 28 inches long. Knuckle-type steering for easier turning. 8-inch balloon-type plastic wheels. Easy pedal action.

48 T 13477 A—Ship. wt. 10 lbs. 13 oz..... .9.88

Note: *Most* toys on these two pages shipped partially assembled to save you shipping costs. Assembly instructions included. Shipping information and rates on page 211.

G **Deluxe stake wagon** 18.99

H **Coaster wagons** low as 8.99

G Built for big loads. Hardwood body reinforced with box rods, steel cleats; finishes in clear varnish and bright red enamel. 10-inch wheels with long-wearing nylon bearings, deep-tread semi-pneumatic tires. Chassis of heavy-gauge steel with smooth edges for safety. Rubber-coated handle for smooth, sure grip. Remove stake panels and you have a speedy coaster wagon. About 35x17x9¾ inches

48 T 13305 A—Ship. wt. 47 lbs. 18.99

H Wards Hawthorne coaster wagons have 1-piece automotive gauge steel bodies with rolled edges to insure safety. Red 2-coat enamel finish. Foam-grip handles, lubricated bearings, semi-pneumatic tires.

Deluxe Hawthorne 800. Really built to take rough outdoor use. Mom and Dad will use it for their chores, too! Extra-wide flange at rim. Extra-large body about 41½x17⅝x36 inches long.

48T13301 A—10x1¾-in. wheels. Ship. wt 33 lbs. 10.99

Hawthorne 700. Body about 41½x16x35 inches long.
48T13302 A—8½x1¼-in. wheels. Ship. wt. 27 lbs. 8.99

All have rechargeable 6-volt batteries—UL listed rechargers included!

All three are BATTERY POWERED and RECHARGEABLE

Stutz Bearcat 1 49.98

1 Stutz spins along on its own battery power. Authentically styled in all details like the popular roadster of the '20s. Rugged high-impact white plastic body on steel chassis about 14½x42 inches long. Black plastic bucket seat, forward and reverse speed foot pedal, hand brake, bulb-type honker horn. Plus pretend gas tank, tool box on running board, ratchet crank, sporty spare wheel. For children up to 50 lbs. Battery and UL listed recharger included.

48 T 13476 R—Ship. wt. 29 lbs. ..49.98

Powerhouse motorcycle

2 Powerhouse motorcycle really goes on easy ridin' battery power. About 50 inches long, cycle is molded of high-impact plastic in blue with white, silver and black accents. Foot-rest accelerator for forward and reverse. Hand crank motor sounds. Sturdy steel fork. For children up to 50 lbs. Battery and UL listed recharger incl.

48 T 13475 A—Ship. wt. 16 lbs.. 32.98

Big Cat

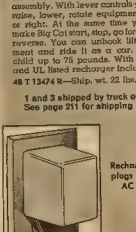
3 Big Cat puts you in control—in-doors or out. Forklift, dump shovel, crane hook all attach to front lift assembly. With lever controls you can raise, lower, rotate equipment to left or right. At the same time you can make Big Cat start, stop, go forward or reverse. You can unhook lift equip-ment and ride it as a car. Carries child up to 75 pounds. With battery and UL listed recharger included.

48 T 13474 R—Ship. wt. 22 lbs.. .39.99

1 and 3 shipped by truck or rail. See page 211 for shipping rates.

2 32.98

3 39.99



Recharger unit plugs into any AC outlet

Fork lift

Crane hook

FABULOUS VALUE

WARDS GARDEN MARK JUNIOR RUGGED TRACTORS

A Just like Dad's—big 16x1¾-in. rear wheels with rugged tractor treads, dual 8x1¾-in. front wheels. All-steel tractor with durable-metallic green finish, about 23x37x40¼ in. long. Enclosed heavy-duty ball bearing chain drive, simulated engine under hood, semi-pneumatic tires. Finger-grip steering wheel, adjustable spring-mounted seat with back rest. Easy-working trailer hitch. Steel trailer ste el 16x3½ in. long, has removable wood side-rades, st rdy d.sc wheels, molded rubber tires

48 T 13460 R—Tractor only. Ship. wt 40 lbs. **27.99**

48 T 13462 M—Trailer only. Ship. wt 14 lbs. 5 oz. . **10.99**

Save $2 on combination.

48 T 13461 R—Tractor, trailer. Ship. wt. 55 lbs. . . both **36.98**

B Compact all-steel outfit with bright red metal.ic finish. Tractor about 19x27x38 in. long enclosed ball bearing chain drive, simulated engine under hood, semi pne matic tires 7½x1¾ in. front wheels, 13x4x1¾-in rear with lug trac for clean. Trailer of heavy gauge steel, about 18x3½ in. long st rdy disc wheels, molded rubber tires.

48 T 13462 A—Tractor on y Ship. wt 30 lbs. **19.99**

48 T 13461 M—Trailer only. Ship. wt. 11 lbs. **6.49**

Save $1 on combination.

48 T 13463 AA—Tractor, trailer Wt. 41 lbs. . . . both **25.48**

Easy ridin' cycles for pedaling fun

1 The BIG CYCLE look . . . sportiest new design. Sturdy steel cycle has simulated gas tank, luggage rack, engine and front shock absorbers. Scramble over rugged turf on 16-in. solid wheels with knobby tires. High-rise handlebars with black grips for sure control and quick turns. Cycle-style padded vinyl seat. Direct chain drive is concealed. Shiny red enamel finish with contrasting white, gray and black trim. About 37 in. long, 16½ in. seat height. Training wheels included.
48 T 13098 R—Shipping wt. 28 lbs. **22 99**

2 Check the baja bike for features like the big California choppers. Of chrome twin-strut handlebars with black grips and simulated front shock absorbers—comfortable, deep embossed back saddle—sporty rear wheel studs. Dig out on the 16-in. 1¾ diamond tread semi-pneumatic tires—white enameled wheels. Sturdy tubular steel frame built for years of fun. Handsome chainguard covers the entire chain and sprocket assembly. Bright yellow finish with contrasting black and white trim. Direct chain drive.
48 T 13029 A—Shipping wt. 29 lbs.

Exciting unicycles with heavy-duty, wide oval tires

3 Words best unicycle has a big 20-in. wheel with attractive 1¾ semi-pneumatic white sidewall tire. Goes forward, backward, turns in tight circle. Chrome-plating on wheel rim and fork. Large padded vinyl banana saddle in red and white. Seat adjusts for leg reach of 29 to 35 in. Fun to learn to ride!
48 T 13090 A—Ship. wt. 16 lbs. **15.88**

4 16-in. wheel unicycle with ball bearings. Has semi-pneumatic tire. Has enamel fork, padded vinyl banana seat with red trim. Adjusts for leg reach of 27-32 in.
48 T 13031 M—Wt. 13 lbs. 3 oz. **9.99**

Go forward, backward or spin on a dime Krazy Kar

only **13.76**

5 Fun to ride all year indoors or out! Ruggedly built of injection-molded plastic with bucket seat, footrests. Push handlebars and you slip ahead, pull to go backwards. Rotate them in opposite directions to turn sharp corners or spin. For ages 3, up (to 55 lbs). 18-in. wheels.
48 T 13445 R—34-in. diameter chassis. Ship. wt. 18 lbs. **13.76**

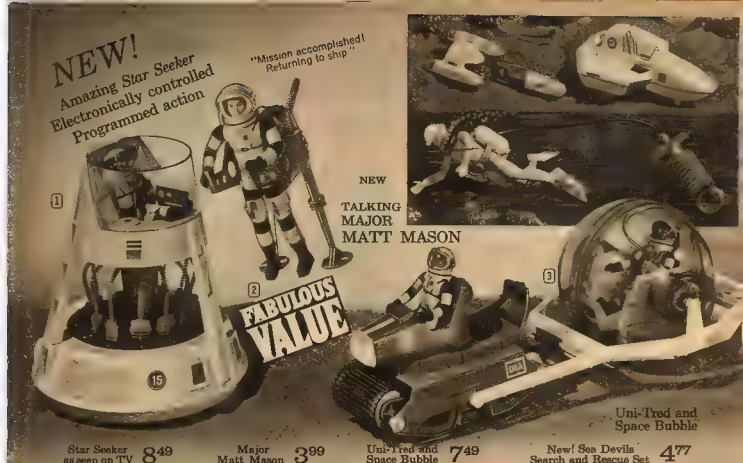
SIDEWALK BIKES: even young children can ride two-wheelers!

Features of our deluxe model:

- Converts for boys or girls
- Chrome-plated fenders
- Direct chain drive

6 Perfect for learning to ride. Metallic red finish, white trim. Chrome-plated fenders, adjustable handlebars. Vinyl grips and streamers, adjustable seat. 1¾-in. semi-pneumatic tires have red and white side walls. Removable training wheels included.
48 T 13026 A— Ship. wt 28 lbs. **19.87**

7 Great first bike has pedal drive. Sturdy tubular steel frame of metallic orange and yellow. Chrome-plated fenders and adjustable high-rise handlebars with hand grips, streamers. 10-in. white wall tires are puncture-proof. Adjustable seat. Training wheels.
48T13027M—Ship. wt 18 lbs **14.74**



Uni-Tred and Space Bubble

Star Seeker as seen on TV **8.49**

(1) **Equipment to take Major Matt Mason** into new universes. Guided by special memory system. 11 control pegs each fit in three different positions creating an endless number of possible paths for the spacecraft to follow (stand-up planets included). 11 in. tall. No figure incl.; buy at right. Needs 2 "D" batteries, p. 418.
48 T 24457—Ship. wt. 3 lbs.. **8.49**

Major Matt Mason 3.99

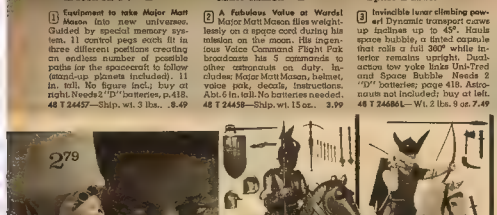
(2) **A Fabulous Value at Wards!** Major Matt Mason flies weightlessly on a space cord during his mission on the moon. His ingenious Voice Command Flight Pak broadcasts his 5 commands to other astronauts on duty. Includes: Major Matt Mason, helmet, voice pak, decals, instructions. Abt. 6 in. tall. No batteries needed.
48 T 24458—Ship. wt. 15 oz.. **3.99**

Uni-Tred and Space Bubble 7.49

(3) **Invincible lunar climbing power!** Dynamic transport crawls up inclines up to 45°. Hauls space bubble, a tinted capsule that rolls a full 360° while interior remains upright. Dual-action tow yoke links Uni-Tred and Space Bubble. Needs 2 "D" batteries; page 418. Astronauts not included; buy at left.
48 T 24686—Wt. 2 lbs. 9 oz. **7.49**

New! Sea Devils Search and Rescue Set 4.77

(4) **Commander Carter** in diving gear is fully prepared for adventures in the sea. Equipped with an amphibious aqualander, he can travel on water powered by his super interchangeable sea motor, but if duty calls him to land, his aqualander is equipped with wheels. Along with his diving gear and aqualander, Commander Carter has a sea jet with adjustable rudder control, which is also powered by the same super sea motor and allows him to travel under water
48 T 24483—Ship. wt. 1 lb. 8 oz.. . . . . **4.77**



New! Adventure Boy

Let your fingers be his legs . . . he skis, rides skimobile

(5) **Adventure boy** is the all-American action figure that comes alive in your hand. Just slip your fingers into the leg holes and he springs to life. Dressed in a helmet, windbreaker and boots, he's ready to hop on his snowmobile for an exciting run down the slopes. He also comes equipped with skis. Adventure boy is a real sportsman.
48 T 24488—Ship. wt. 11 oz.. . . . . **2.79**

Knights and Viking 6.79 each

(6) (7) **Knights and Viking dressed in armor** are prepared to fight for their honor. These brave soldiers of the past come to life again with over 50 pieces of fighting armor and weapons. The gallant figures stand 11½ in. tall, have movable arms, legs, heads. Horses 13 in. tall. Plastic.

(6) **Gold-color knight, horse, accessories.**
48 T 24485 M—Ship. wt. 3 lbs. 12 oz.. . . . **6.79**
Silver-colored knight, horse, accessories.
48 T 24486 M—Ship. wt 3 lbs. 12 oz.. . . . . **6.79**
(7) **Viking, horse, accessories**
48 T 24484 M—Ship. wt. 3 lbs. 12 oz.. . . . . **6.79**

New! Mighty motor city

(A) **Mighty motor city** opens up from a handy carrying case to a landscape of highways, overpasses, bridges and an underground garage. Cars travel over the bridges and overpasses and down through the tunnels to the underground parking. Scenery is heat-sealed vinyl. Layout opens to about 26x36x6 in.; closed 18x14x6 in. No cars; order vehicles below.
48 T 24066—Ship. wt. 4 lbs. 13 oz.. . . . . **7.77**

10 die cast metal vehicles

(B) **Super collection!** 10 die-cast metal vehicles. 6 cars have super-speed wheels; truck cabs detach from trailers. Average 3 in. long
48 T 23966—Ship. wt. 1 lb. 12 oz. . . . . **set 3.99**

Mini car garage

(C) **Comes in a handy carrying case**—just open and . . . pop . . . you have a three level parking garage with a hand-operated elevator. Includes vinyl garage, pump and service area, mechanics, vehicles. 14½x4½x20⅛ in. high.
48 T 24064—Ship. wt. 2 lbs. 14 oz.. . . . . **5.98**

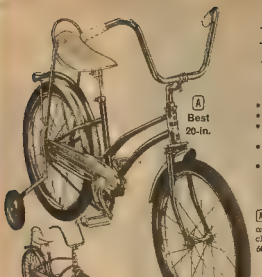
See-through service station

(D) **Watch everything that goes on**—walls are clear plastic! See cars, trucks roll down ramp from the top deck to the street level. Car lift that can be raised, gas pumps, air hose and even blinking lights. Six trucks and 30 automobiles of all kinds, colors (everything from imports to army jeeps.) Average car length 2 in. long. Needs 1 "C" battery, page 418. Base abt. 19¾x9⅛ in.; station 8½x13x21½ in. high
48 T 24095—Ship. wt. 2 lbs. 10 oz.. . . . . **4.88**

Full pneumatic tires!

YOUR CHOICE Bike (A) or (B) **35.95**

- Top bar adjusts for little boys or girls
- Detachable training wheels are included
- Regular top quality bicycle-type construction and quality with "air" tires, tubes (not a toy)
- Four-way fully adjustable chrome semi-high-rise handlebars, white vinyl bucket seats
- Strong steel frames, chromed fenders, rims



Our best 20-in. convertible bike

(A) Full pneumatic 20 x 1.75 in. tires. Flamboyant red frame color, mud chrome fenders.
60 GT 32002 R–39 lbs..35.95

Finest 16-in. convertible bike

(B) Pneumatic 16x 1.75 in. tires Glistening fluroboyant blue frame. 34 lbs.
60 GT 32001 R 35.95

CONVERTIBLES

Save buying another bike

BAR UP . . . it's a boy's bike
BAR DOWN . . . it's a girl's

Semi-pneumatic convertible bikes

BETTER 20-in. **32.95** GOOD 20-in. **29.95**

- Standard tricycle type constructed frames, bearings and wheels
- Training wheels included are removable when no longer needed
- Top bar adjusts in minutes "up" for boys or "down" for girls

(C) **Better convertible** has adj. chromed handle bar. Bright blue frame, fenders, white grips with colorful streamers. White semi-high-rise saddle. Handy carrier. Ship. wt. 42 lbs.
60 GT 32940 R 20x1¾-in. striped semi-pneumatic tires. 32.95

(D) **Good convertible** has red frame, white fenders. 20x1¾-in. semi-pneumatic tires. Molded vinyl seat.
60 GT 32905 R – Wt. 42 lbs. Only 29.95

Dual brakes . . . rear coaster plus front caliper hand brake

Wards Holds Down Prices

SAVE $10 on 26-INCH TANDEM

Reg. $97 Now **$87** Cash or $5 mo. Terms, pg. 208

- Full size tandem for family fun . . . accommodates adults or children
- Fully adjustable saddles, handlebars

You'll have loads of fun when you pair off and ride this big standard tandem that's a full 96 in. long. You can go bike hiking, ride for exercise or fun. It's just the ticket for tripping around vacation spots. Foam-padded saddles for comfort. Glistening chrome plated fenders, rims, trim including 1-pc. straight-line chainguard that reduces rattles and maintenance.

Strong diagonally braced campus green welded frame, Spring-loaded chain idler keeps tension on chain for perfect gear alignment, quiet pedaling. 26 x 1.75 in. whitewall tires. Safety reflector.
60 GT 32903 R—Ship. wt. 69 lbs....Now 87.00

SAVE $5 on UNICYCLE

Reg. 29.95 **24.95**

- Our finest "precision" 24-in. model

Full "raised" pro-style seat is adjustable two ways. Heavy-duty frame and pedals. Best 3-pc. machined crank. Chromed rim and trim detail. For any size rider. 24 x 1.75 in. pneumatic whitewall tire. Metallic blue.
60 GT 32901R—
Ship. wt. 15 lbs..... 24.95

20-in. beginners' unicycle. Smaller 20 x 1.75 in. pneumatic tire Well-built for good service. Wt. 14 lbs.
60 GT 32910 R.....19.95

Bike Accessories are great surprise gifts Shop pages 1260, 1261 in Fall Gen. Catalog now!

Easy-operating coaster brakes
WARDS deluxe 26-in. adult or youth bicycles
Front and rear caliper brakes
Reg. 44.95
NOW
39.95
Reg. 52.95
NOW
47.95
Our Best Midweights
Our best regular bike is fully equipped with big powerful chromed headlight (use 2 "D" batteries, not incl.). Rear carrier for packages, school books. Glistening chromed fenders, rims, sprockets. 26x1.75-in. whitewall tires. Baked-on finish men's/boys' bike in flamboyant gold; women's/girls' in flamboyant green. Ship. wts. each 47 lbs.
60 GT 31606 R—Women's/girls'...39.95
60 GT 30606 R—Men's/boys'....39.95
WARDS CHRISTMAS BIKE SHOP
SAVE $5
on any bike on this page
Our Finest 3-Speed Lightweights
Buying a lightweight touring cycle now is worth a $5 savings. These deluxe models have twist-grip 3-speed shifting . . . low to accelerate, medium for cruising, and high for distance pedaling. Equipped with sure-gripping front and rear caliper hand brakes. Chromed handlebars, rear spring carrier, fenders, rims, and headlight (no batteries). Continental style coil spring saddle (men's black, women's white). Dual-whiteline 26x1¾-in. tires. Men's model in sparkling gold; Women's model in vibrant blue.
60 GT 30834 R—Men's. Ship. wt. 46 lbs. 47.95
60GT31834 R—Women's. Ship. wt. 48 lbs 47.95
42-in. spring sissy bar
Dual torsion spring fork
Speed selector console
Big dipper seat
Shimano Derailleur
Dual rear wheel caliper brakes
Multi-speed derailleurs
20x24 "Super Springer"
the greatest 5-speed bike you'll ever own
Reg. 72.95
67.95
$5 mo., Terms pg. 208
Traffic stopping colors . . . flamboyant lemon-lime fenders, flamboyant burnt orange frame! Full spring suspension, front and rear, plus 5-speed derailleur gear system. Black adj. Big Dipper saddle, 2-way adj. mod-style high-rise handlebars; dual caliper brakes. Giant 24x2.125-in. knobby rear, 16x1.75 in. front tires. Chromed chain guard, rims, trim. 42-in. spring sissy bar has padded back cushion and dual 3-in. reflectors.
60 GT 30157 R—Ship. wt. 67 lbs. . . .67.95
10-speed American Racer
Reg. 59.95
54.95
$5 mo., Terms pg. 208
• Finest Shimano 10-speed gear system
• Dual stem mounted lever controls
• Maseband handlebars; adj. racing saddle
For the real cycling enthusiast. Handy stem-mount shift levers control front and rear derailleurs. Two front, five rear sprockets for gear ratios 38 to 88 . . . ideal for any terrain under racing conditions. Front wheel wing nuts for fast wheel or tire changes. Front and rear caliper brakes. Leather saddle; chrome rims, trim "rat trap" pedals 27x1¼-in. whitewall racing tires. Flamboyant gold-finish frame. Non-slip taped handlebars.
60 GT 30704 R—Ship. wt. 43 lbs. . . . 54.95
Stem-mounted gear levers for convenient shifting
"rat-trap" pedals
Whitewall racing tires

YOUR CHOICE

"Springer" or 5-speed derailleur

52.95

Reg. 59.95

Any bike on this page $5 a mo., Terms, pgs. 207, 208

Reg. 56.95

SAVE $7

Single speed bicycle

Dragstrip action with front and rear spring suspension. High gear ratio for big start wheelie action. Front grabber 20x2.125 rear sick complemented by light, mini-speed 16x1.75 front tire. Flamboyant purple frame trimmed with chromed high-rise bars, fenders, rims chain guard and trim. Adjustable black vinyl saddle and grips. Coaster brakes.

60 GT 30145 R - Single speed. Ship. wt. 48 lbs. .52.95

"Springer" with high rise wheelie bar, spring suspension, "big-dipper" seat

Wards Holds Down Prices

SAVE $4

5-speed lightweight bicycle

Deluxe 5-speed touring bike . . . what a buy! Stem-mounted shift-over derailleur gear designed for smooth, easy shifting in ratios 43 to 85." Low" for fast acceleration and hill climbing, to 5th position for easy long distance high speed pedaling. Dia. caliper brakes. Built-in cable saver lets you shift while standing still. Full chain guard; safety reflector. Adj spring saddle, chromed handlebars, fenders and rims 28x1½-in dual whiteline tires. Flamboyant burnt orange finish.

60 GT 30850 R—Men's 5-speed model. Ship. wt. 50 lbs .now 52.95

60 GT 31850 R—Women's 5-speed model (not shown). Ship. wt. 50 lbs. . .52.95

PRICE CUT $5 on 3-speed Mustangs

YOUR CHOICE Boys' or Girls' less basket

46.95

Both Reg. 51.95

Front and rear caliper brakes

Boys'

Drop it in "low", bang 2nd, then look back at the crowd as you ease into 3rd. That's why this is our favorite selling 3-speed . . . it moves! Loaded the way you want it, jumbo chromed drive sprocket; yard-long sissy bar, gold vinyl glitter sport saddle, chrome bars, fenders, guard and trim; 3-in. reflector knobby rear 20x2.125, 20x1.75 front tires, flam. gold-orange finish.

60 GT 30131R—Ship. wt. 42 lbs. only 46.95

Girls'

Cool lime green 3-speed girls' sport bike. Twist-grip shift for changing road conditions. Smart red line tires: w-l-d-e 20x2.125-in rear slick, 20x1.75 easy steering front. White woven vinyl basket with flower chain. Chromed fenders, chain guard, rims, trim. 3-in. reflector front and rear caliper brakes. Flamboyant finish frame match lime green vinyl glitter saddle.

60 GT 31132 R Less basket. Wt. 41 lbs. . . .46.95

60 GT 31133 R—With basket. Wt. 42 lbs. . .49.95

with basket 49.95

Christmas dreams you can ride and holiday savings of $8

YOUR CHOICE!

Boy's "Pacer" or Girl's

$39.95

BILLBOARD TIRES...
on the boy's Pacer—
"the in-thing" you'll
see on "go-machines"
from sport cars to motor bikes

CHEATER SLICK XKE 990

Young machines for young riders full of verve...going places!

Now CUT $8

Boy's deluxe "PACER"

- Rally-stripe bucket seat
- Loud mod billboard tires
- Big 48-in. high sissy bar
- Coaster rear/caliper front brakes

King of the road! . . . loaded with chrome 4-way adjustable high-rise handlebars plus adjustable rally stripe bucket seat too. Front wheel caliper and rear coaster brake for positive 2-wheel stopping power 20X2.125 in. chester slick rear tires, 1.75-in. front tires with big, zesty white lettering. Chromed sports fenders, trim.

60 GT 30129 R Flamboyant matador red. Ship. wt. 42 lbs. . 39 95

Girl's flower-basket "FILLY"

- Matching flower power seat and vinyl flower basket
- Chromed sportster fenders—dual white-line nylon tires
- Fully adjustable mod handlebars and bucket-type seat

Do your thing with flowers on this really feminine high rise anti-pollution machine with metallic lilac color frame and flashing chrome fenders, rims and tires. Easy to pedal . . . easy operating rear coaster brake

60 GT 31105 R—20x1.75 in. dual white line tires. Ship. wt. 39 lbs. 39 95

For Deferred Payment Credit Terms, see page 208.

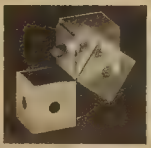
tog'l

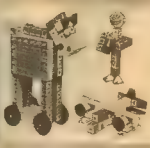
FABULOUS VALUE

toys with the action built in!

Create careening carnival rides . . . kooky animals . . . capering clowns . . . imaginative houses, people, cars . . . hundreds of colorful action toys. Make 'em all with unique ACTION HINGE . . . swings blocks into any position . . . adds life-like action

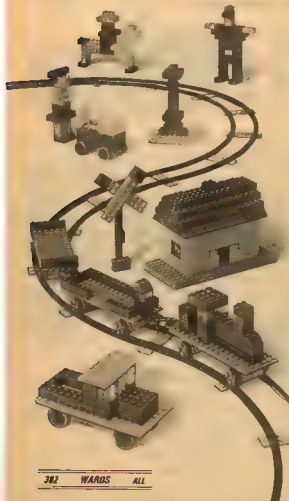
7.99 TOG'L 400 WITH MOTOR





You can make "scissor" lift that goes up-and-down—a carrousel that spins—a clown that dances—a giraffe that gallops! Big TOG'L 400 set includes Elekit-Motor—no batteries or electricity needed. Plus: hinged action blocks, gears, girders, pins, axles, windows, doors, building bone, panels, bellows, etc. Hands, heads and feet for zany puppet people too. Rainbow-bright action blocks, etc., are packed in compartmented storage box. **48 T 15317 A**—Instructions. Ship wt. 3 lbs. 10 oz. .....set **7.99**

TOG'L 200 Starter Set. Build amusing action toys—giant, crane, windmill, etc., with action blocks and 2 expandable bellows systems. Set is similar to above with gears, girders, axles, pins, play base, etc. Motor not included. Complete instructions.
48 T 15518—Ship. wt. 2 lbs. 6 oz. set **4.99**



Make 100's of toys with colorful LEGO® block

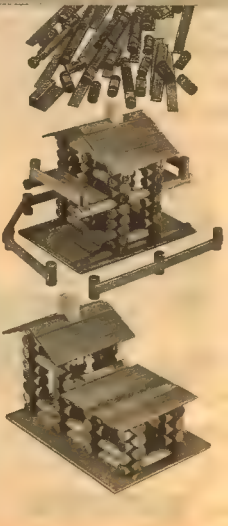
9.99 550-pc. set

Rugged, high-impact plastic "bricks" lock together to make anything from a simple stick-figure to an elaborate house—then snap apart easily to build a new toy. Lego bricks and building parts come in a variety of sizes, shapes and colors—red, blue, black, white, yellow. Instructions.

Lego Master Builder Set—530 pieces. Lock-together bricks, wheels, tires, doors, windows and beams in compartmented box for easy storage.
48 T 15520—Ship. wt. 4 lbs. 13 oz. set **9.99**

Wards exclusive! 326-pc. Lego Beginner Set. Doors, windows, wheels included. Handy storage box.
48 T 15537—Ship. wt. 2 lbs. 14 oz. .....set **6.49**

Lego Starter Train Set. Young engineers can make a 3-unit train and complete track layout with generous supply of spectally designed pieces.
48 T 15521—Ship. wt. 1 lb. 8 oz. .....set **4.99**



Use your imagination (and Lincoln Logs) to re-create the Old West

3.99 120-pc. set

Build authentic-looking log cabins, rail fences, forts, corrals, stockades, etc. Original Lincoln Logs have rough-hewn look, but brown wax finish is smooth and splinter-free. Sturdy storage canister contains ¾-in. thick logs of varied lengths; green wood roof planks; yellow plastic gables, roof supports and chimneys; instructions. Interchangeable Lincoln Log sets are ideal for beginners—or as supplementary sets for advanced builders. Easy-to-follow instructions included.
48 T 15522—Ship. wt. 3 lbs. 10 oz.....set **3.99**

Dorset watches in a Santa gift box

YOUR CHOICE **9.99**

Children's Dorsets in 5-pc. gift sets

Character and novelty watches

Bradley Time Teacher for boys and girls

Your choice **9.59**

8 **The Pussycat** . . . a fun clock for a child's room or the den. There's action everywhere . . . the tail wags in lazy cat fashion and the eyes slowly open and close as the time ticks away. Has a large dial with bold, easy-to-read numerals. About 20 in. high (including the tail). You can use it as a wall clock—or, by removing the tail, stand it on a desk. Electric movement; UL listed for 120 volts, AC only. *State color number.* 91 black or 57 pink

L 45 T 7514—Ship. wt. each 1 lb. 8 oz. 7.99

each 7.99

Eyes open and close . . . tail wags, too

9 Picture clocks with a night light

each 8.99

10

11

12

From the Black Forest . . . clocks with moving eyes and swinging pendulum

each 5.99

9, 10 **Boys' and girls' nite-lite clocks** . . . a framed kiddy picture, a red clock and a soft night light all-in-one. Each print is done in delicate nursery colors—blue for boys and pink for girls. About 7x14 in. high. White plastic frame. Electric; UL listed for 120 volts, AC only. Has separate on-off switch for the night light; 7-watt bulb included. Ship. wt. each 2 lbs.

(9) 45 T 7533—Boys' nite-lite clock. 8.99

(10) 45 T 7532—Girls' nite-lite clock. 8.99

11, 12 **Appealing little clocks** . . . hand-carved and hand-decorated by the famous clockmakers of the Black Forest. Two styles -each with a 1-day weight-driven movement. Lots of action as the eyes move and the pendulum swings. Easy-to-read numerals. Clock sizes stated do not include pendulum. Ship. wt. each 2 lbs.

(11) 45 T 9755 L—Happy little dwarf. About 9x10 in. high. 5.99

(12) 45 T 9753 L—Wise old owl. About 6½x7 in. high 5.99

13 **Wards finest clock for girls—from tiny to teens.** A 1-day wind musical alarm clock that plays a wake-up tune as a dainty ballerina does her spirited spins. Clock and dancer are protected under a plastic dome on a solid brass base; about 6½ in high. Fine 18-note Swiss musical movement plays "The Blue Danube Waltz."

45 T 8555—Key-wind movement. Ship. wt. 3 lbs 19.99

Walt Disney's wonderful world of clocks and watches

17 Cinderella

18 Mickey Mouse

15 Cinderella alarm 7.99

19 Snow White

20 Alice in Wonderland

(14 to 16) **Colorful clocks that mean more than the time-of-day** to any youngster A wall clock and 2 alarms—each decorated with a lovable fictional character (©Walt Disney Productions). Easy-to-read full numeral dials.

14 **Whimsical Mickey Mouse wall clock** . . . perfect in any child's room. A colorful square with a colorful Mickey striking his characteristic pose on the dial. Electric movement UL listed for 120 volts, AC only.

45 T 9172—Plastic case about 7¾ in. square. Ship. wt. 1 lb. 8 oz. 9.99

15 **Cinderella double-bell alarm clock.** Its pretty dial shows Cinderella fitting her foot into the little glass slipper. Dainty brass-footed case and two solid brass bells. 1-day wind. Shocking pink enameled metal case. Gift boxed.

45 T 9137 About 2¾x3¼ in high. Ship. wt. 1 lb. 7.99

16 **Mickey Mouse alarm clock** . . . the greatest thing going on a youngster's bedside table. Has a 30-hour wind; keeps it running more than a day to compensate for delayed winding. Brightly colored plastic octagon on a base. Gift boxed.

45 T 9170—About 2½x2¾ in. high. Ship. wt. 8 oz. 5.99

(17 to 20) **Nationally advertised Ingersoll watches**—each with a colorful cinnamon figurine representing best-loved story book characters (©Walt Disney Productions). Watches are shock-resistant* with unbreakable mainspring; made expressly for active children. Case tops are chrome-plated; stainless steel backs. Easy-to-read full numeral dials. Child size leather straps. Ceramic figurines are about 5 in. tall. Watches shown actual size

(17) 45 T 638 P—Cinderella® set. Pink leather strap. *Postpaid.* . . . . . set 7.95

(18) 45 T 87 P—Mickey Mouse® set. Animated hands. Red strap. *Postpaid.* . . . . . set 7.95

(19) 45 T 647 P—Snow White® set. Yellow leather strap. *Postpaid* . . . . . set 7.95

(20) 45 T 646 P—Alice in Wonderland® set. Blue leather strap. *Postpaid* . . . . . set 7.95

*Shock-resistant: designed to withstand a 3-ft drop on a hardwood surface without sufficiently affecting timekeeping standards.

Life-size Baby Dear One 12.99 24 in.

She looks so real . . . can even wear her new Mommy's 6-mo. and 1-yr. hand-me-downs!

It's like holding a real baby, she's so floppy-soft and so snuggly warm. She says "Ma-Ma," too. Flesh-like vinyl head with delicate baby features, chubby vinyl arms and legs. Big eyes that close when she's sleepy, pixie rooted hair to comb. She's lightweight and cuddly because her soft cotton body is kapok-filled. Wears a fleecy blanket sleeper with bonnet; zipper closing. Baby Dear One is about 24 in. tall.

48 T 10109 M—Ship. wt. 4 lbs. 7 oz. 12.99

Lovable tyke, dressed for an outing! Take her with you—hold her close. Cute baby face, rooted hair swirled in a perky topknot, mama voice. Lifelike vinyl head, arms and feet; huggable foam-filled body. Under her pretty quilted coat she wears a dainty lace-trimmed checked dress, matching ruffled panties. Ship. wt. 1 lb. 13 oz.

48 T 10138 . . . . . 9.99

17-in. Baby 5.99

An adorably soft armful in Christening Dress.

She's irresistible—sweet baby face, big blue eyes with lashes, silky rooted blond curls. Closes her eyes when she's napping, wails a bit if her mommy picks her up or puts her down. Life-like vinyl head, chubby arms and legs, huggable cotton-stuffed body. Sheer dress is extra long and full, daintily trimmed with ribbons that match her hair bows. Wears panties, booties

48 T 10199—A Wards Exclusive. Ship. wt. 2 lbs. 2 oz. . . . 5.99

Little girls love extra clothes for their dolls—buy them pretty outfits on page 335.

Early American Cradle For all dolls up to 24 in. 8.99

Rock baby to sleep in a real colonial-style swinging cradle! Then lift cradle off stand and use as car-bed or playpen. Well built and durable with sturdy stand, doweled sides. Smooth wood, high gloss finish, brass hardware. Doll (Baby Dear One, above left) and bedding, sold below, are not included. Abt. 28x17x20 in. high.

48 T 11208 M—Cradle. Ship. wt. 11 lbs. 8.99

Cozy bedding set for cradle; Plastic-covered mattress, pillow and case, satin-bound flannel blanket and rayon-taffeta comforter.

48 T 11738 X—Bedding set. Ship. wt. 2 lbs. 3.99

Baby Precious 4.99 12 in.

She looks like a new-born baby! And she even has her own layette like a real baby. She's cuddly soft with foam filled body, vinyl head, hands and feet. Molded hair, sleeping eyes. Wears flannel sacque set; tucked in lace edged receiving blanket. With rompers, dress, playsuit, powder puffs

48 T 10135—Ship. wt. 1 lb. 3 oz. 4.99

Mommy's Darling 7.99 19 in.

Such a dear little girl. Rock her gently in your arms and her eyes close as she drifts off to sleep. Woke her up and she calls her "Ma-Ma." Soft, foam-stuffed cotton body, lifelike vinyl head, arms and legs, rooted hair. Wears sheer nylon and cotton dress and frilly bonnet, diaper and booties.

48 T 10110—Ship. wt. 3 lbs. 7.99

Dolls that Drink and Wet

Bonnie Bye-Bye

Our Christmas baby is 25 in. tall, can wear 6-month baby clothes. Goes anywhere you go in her real-baby car seat!

Only at Wards **9.99**

She's pretty as a cherub and gay as holly berries! Dressed for going places in cozy quilted snowsuit, but can also wear her "mommy's" hand-me-downs. Lifelike vinyl head, rooted hair to comb, sleeping eyes with long lashes. Fully jointed body. Drinks from her bottle and wets, like a real baby. Car seat can be used as a bassinet or to feed her, too. Plastic; metal back support, safety strap with bright ruffles.

48 T 10124 A—Ship. wt. 6 lbs. 14 oz. **9.99**

FABULOUS VALUE

Deluxe Feeding and Diaper Bag Set 2.49

Just what little mothers need to feed and care for baby! Printed vinyl bags in two sizes, magic nursing bottle, quart-shape milk bottle, orange-juice nurser, bottles in sterilizer rack, saucepan, cereal box, feeding dish and spoon, bib, powder and diaper.

48 T 11728—Ship. wt. 1 lb. 1 oz. . . **2.49**

Folding Doll Bath Exclusive at Wards!

Pretty "plum" color bath is sized to fit any doll. Molded plastic hard tub, matching steel shell with baked enamel finish. Sturdy tubular steel legs have smooth end-caps. Shaped tub has space for baby needs. Complete with soap, sponge, diapers, plastic tongs, clothespins, clothes line, soap box. Bath will hold water to bathe "dunkable" dolls like Softina and Baby Tender Love, at right. Abt. 21x13x 21 in. high. Wt. 9 lbs. 5 oz.

48 T 11729A **5.79**

New! **5.79**

Other doll furniture, p. 339

Christening Baby 7.99 14½ in.

An enchanting baby—choose a pretty name for her. Delicately tinted flesh tones, big blue eyes that close when she's napping, silky rooted hair to comb. Fully jointed washable body. Drinks from her bottle and wets. Lovely long dress is sheer nylon over cotton; lace-edged bonnet, panties, shoes. Elegant rayon-satin pillow. Buy extra clothing, page 335.

48 T 10106—Ship. wt. 3 lbs. . . Only at Wards **7.99**

New . . . Petal-soft skin feels just like a real baby's

So lifelike . . . give them their bottles . . . change their panties . . . actually bathe them in water!

1, 2 **Such lovable babies,** so cuddly and huggable. Their vinyl foam bodies look and feel just like soft baby flesh! They drink from their bottles and wet their panties like a real baby. You can bathe them like a real baby, too—put them right in the tub. Delicately tinted features, rooted hair to comb. Buy extra outfits for them on pg. 335.

Wards Exclusive **Softina 6.99** 15 in.

1 **Cute tike** wears dainty lace-trimmed 2-pc. yellow playsuit and booties.

48 T 10158—Ship. wt. 1 lb. 11 oz. . . . **6.99**

Seen on TV **Baby Tender Love 8.88** 16 in.

2 **Adorable tot** wears bright pink lace-trimmed jacket, panties, booties.

48 T 10159—Ship wt. 2 lbs. 6 oz. . . . **8.88**

Baby Luv'N Care 10.88 18 in.

You've seen her on TV. Gets sick like a real baby . . . you make her well!

Baby's sick, fusses and cries if you try to feed her. Rubs her tummy, wants the hot water bottle as it rubs her head, she's feverish—take her temperature! Don't worry, she recovers fast and takes her bottle. Fully jointed body, vinyl head, rooted hair, sleeping eyes. Wears cute 2-pc. playsuit. Buy her extra outfits at right. Needs 2 "D" batteries; pg. 418.

48 T 10147—Ship. wt. 3 lbs. 9 oz. **10.88**

FABULOUS VALUE

Jumpsy 8.88 15 in.

The doll that jumps rope all by herself . . . seen on TV

It's hard to believe your eyes—Jumpsy does something no doll has done before, actually jumps rope! And when she tires of jumping, remove her jump rope from her hands—she's an adorable playmate. Happy, smiling face, wide-awake eyes, silky blond rooted hair. Lifelike vinyl head, jointed arms and stand alone. Wears blue denim playsuit with rick-rack trim. Buy her extra outfits for all occasions, at right. Needs 2 "C" batteries; see pg. 418. Ship. wt. 1 lb. 13 oz.

48 T 10209 . . . . . **8.88**

Baby Go Bye-Bye with Bumpety Buggy

13.77 As seen on TV

11-in. doll . . . she comes out of her buggy to play with you

Her buggy lifts off its "program" base, travels on its own wheels

A darling doll with fascinating action! Put her in her "computerized" car—she can be directed to travel a set path and return to the starting point, or can be set for surprise trips. She bounces all the way, anywhere she goes. Easy to operate. Just set car course, it goes forward, turns, avoids obstacles. Baby has fully jointed body, rooted hair. Wears lace-trimmed dress. Plastic car with course-setting base needs 2 "D" batteries; buy them on page 418. Ship. wt. 3 lbs. 14 oz.

48 T 10152 . . . . . **13.77**

Shop early—call Wards!

A Christmas Special!

Wards Pretty Wardrobes for Dolls

Doll clothing is a wonderful second gift for little girls. They love to change their dolls' clothes, dress them up for all occasions. These outfits are up-to-date in design, well made of fine quality cotton, carefully stitched, nicely detailed to please little mothers.

For 18 to 20-in. Dolls 4.99 12-pc. set

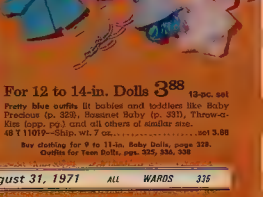
Gay Christmas-red outfits for indoors, outdoors, playtime and bedtime. Fit babies and toddlers like Weepsy Wiggles (p. 331), Bunny Baby (p. 332), Giggles and Peggy Pen-Pal (opp. pg.), Luv'N Care, at left and all others of similar size.

48 T 11027—Ship. wt. 8 oz. ..... **set 4.99**

For 15 to 17-in. Dolls 4.49 8-pc. set

Dainty pink all-occasion wardrobe. Fits babies and toddlers like Tippee Toes (p. 326), Chatty Baby (p. 327), Christening Baby (p. 329), Baby Grow-a-Tooth, Tumbling Tomboy, Baby Know-It-All (p. 332) and all others of similar size.

48 T 11026—Ship. wt. 7 oz. ..... **set 4.49**



For 12 to 14-in. Dolls 3.88 13-pc. set

Pretty blue outfits fit babies and toddlers like Baby Precious (p. 328), Bassinet Baby (p. 331), Throw-a-Kiss (opp. pg.) and all others of similar size.

48 T 11019—Ship. wt. 7 oz. ..... **set 3.88**

Buy clothing for 9 to 11-in. Baby Dolls, page 328. Outfits for Teen Dolls, pgs. 325, 326, 330

The World of Barbie

FABULOUS VALUE

Betsy Teen 2.99

1 **Wards exclusive!** Betsy's a real swinger, loves fashions. Beaded hair in a "French twist." Posable body; head and wrist turn, legs bend. Wears dress, panties, plush-trimmed coat, boots. Buy extra outfits below. 11¼ in. tall.

48 T 10597—Wt. 13 oz. 2.99

New Living Barbie moves like you move 4.77

2 **Can assume life-like poses** because almost every part of her body is posable. She twists, turns, bends at the waist, head tilts, arms and legs bend, wrists and ankles turn. Has long rooted hair, real eyelashes. Glimmering lamé swimsuit.

48 T 10542—Abt. 11½ in. tall. Ship. wt. 14 oz. 4.77

Steel Kitchen for Barbie's crowd —a Wards exclusive 9.95

3 **A favorite hangout for the young set!** All steel, richly decorated with lots of fun accessories. Treat the crowd to "turkey" from the oven or pretend to make hamburgers on the stove that's complete with pots and pans. Refrigerator with "freezer" is stocked with make-believe cake, milk and ice cream. Sink really holds water; drains, too. Knobs turn, doors slide, cabinets open. Kitchen has up-to-date wood-grain enamel finish, plastic knobs and handles. Play dishes and fruit. Abt. 25½ in. long, 11 in. high. Buy dolls shown in kitchen at right.

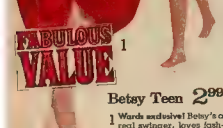
48 T 11498 M—Special Kitchen. Ship. wt. 10 lbs. 2 oz. ... 9.95

Talking Barbie and her talking friends 4.97 each

4-8 **Barbie, P.J., Christie, Ken and Stacey** can talk to each other—teen-talk about dates, dancers, fashions, etc. Each has a distinctive voice, says 8 different things. Just pull their talking rings; need no batteries. About 11½ in. tall; bendable legs, posts' stands. Girls have real eyelashes, rooted hair. Handsome Ken has molded hair, husky baritone voice. Buy them groovy fashion outfits sold below, the latest "in" styles. Ship. wt. each 14 oz.

(4) **48 T 10543**—Talking P.J. (new!)... 4.97
(5) **48 T 10527**—Talking Christie.. .....4.97
(6) **48 T 10528**—Talking Ken... .....4.97
(7) **48 T 10526**—Talking Stacey... .....4.97
(8) **48 T 10525**—Talking Barbie... .....4.97

SAVE THIS CATALOG
Order toys from this book until Aug. 31, 1971



Barbie Hair Fair 2.88

A boutique hair styling set! With wiglet, wig, ringlets, ponytail, accessories. Barbie changeable head with rooted hair fits all of her friends, too.

48 T 11748—Ship. wt. 9 oz. ..... .set 2.88

Travel trunk 3.88

Wardrobe case will hold 2 teen dolls, has 4 hangers for clothes, drawer for accessories. Case is vinyl coated. Insert doll's name or your own on front. *Dolls and clothing not included.*

48 T 11743—Ship. wt. 3 lbs. 9 oz. 3.88

Complete outfits for the Barbie crowd . . . the newest, grooviest fashions

9 **Mini-and-Maxi.** Three stylish coat outfits. *Outfits only.*
48 T 10810—Ship. wt. 13 oz. set 4.99

10 **Three all-occasion outfits;** knit, party dress, coat. *Outfits only.*
48 T 10808—Wt. 1 lb. 3 oz. .set 5.99

11 **Four outfits.** A wardrobe of up-to-date pantsuits. *Outfits only.*
48 T 10811—Ship. wt. 15 oz. set 5.99

12 **Four outfits.** "In" styles to wear everywhere. *Outfits only.*
48 T 10782—Ship. wt. 15 oz. set 5.99

13 **Two outfits.** Glamorous boudoir ensembles. *Outfits only.*
48 T 10809—Ship. wt. 15 oz. set 5.99

14 **Three outfits.** Elegant pantsuit, formal, bridal gown. *Outfits only.*
48 T 10812—Ship. wt. 15 oz. set 5.99

Outfits fit Betsy, Barbie and her friends, other 11 to 11½-in. teen dolls

Bedtime Dolls

Cuddly Sleepyheads

Story book favorites!

Musical Raggedy Ann and Andy

Musical Each **4.94** 16-in.

Non-musical Both for **5.88** 16-in.

1 **This famous pair** are all-time favorites, and it's extra fun when they're musical. Just wind key to hear a happy melody—they have a music box tucked in their tummies. Beloved muppets have cotton stuffed bodies, tousled yarn hair and locked-in shoe button eyes. Their traditional outfits are removable. About 16 in. tall. Ship. wt. each 1 lb. 10 oz.

4B T 10303—Musical Ann **4.94**

4B T 10304—Musical Andy. . . . **4.94**

Non-musical Ann and Andy. Dolls are shown but without music. Set of both dolls for one low price. Ship. wt. 2 lbs. 6 oz.

4B T 10319 . . . . . set **5.88**

Talking Drowsy

says 11 things!

5.54

2 **She's only half awake** but she keeps talking in her sleepy baby voice, saying sleepy baby things. Just pull her talking ring; no batteries needed. All ready for bed in snug flannel eyelet-trimmed pajamas. Soft stuffed body, vinyl head and hands, rooted hair. Abt. 13½ in. tall. Ship. wt. 2 lbs. 6 oz.

4B T 10331 . . . . . **5.54**

New! Beddie-Bye talks

says 10 extra long things!

4.88

3 **Colorful 'n cuddly** Potter Pal is pillow-soft and just full of funny pillow-patter talk—says long sleepytime phrases in her little girl voice. Just pull her talking ring; no batteries needed. All soft-stuffed cotton. About 15 in. tall. Ship. wt. 1 lb. 12 oz.

4B T 10332. . . . . **4.88**

Baby Pinkie

2.88 9½ in.

4 **Baby Pinkie is meant to be hugged!** Her sleeper is soft plush, her face and hands, soft vinyl. Adorable baby holds a tiny bottle. 9½ in. tall, a perfect first doll.

4B T 10396—Ship. wt. 14 oz. **2.88**

5 **Musical Baby,** a good companion for a tot's trip to dreamland. Just wind key, she moves her head as concealed music box plays a lullaby. Soft rayon plush body, dimpled vinyl face. Abt. 14 in. long.

4B T 10314—Ship. wt. 1 lb. 9 oz. . **3.67**

Big Bozo, a funny, floppy clown that's almost 2½ ft. tall! So soft and loosejointed, he can be carried around and posed in all sorts of ways. Comical vinyl face, yarn hair, cotton suit with ruff.

4B T 10326 M—Ship. wt. 3 lbs. 9 oz.. **6.44**

Big Bozo Clown

6.44 29 in.

New! from PLAYSKOOL Dressy Bessy

6.49 20 in.

It's fun to learn with Bessy—button . . . buckle . . . snap . . . zip . . . lace . . . tie!

Cosmical, cuddly playmate teaches tots a thing or two about dressing—she has layers of clothes! Suede-cloth outer vest buttons, inner vest has snap belly, unlaces to a zipper. Shoes to lace, bow to tie. Pillow soft, fine cotton and vinyl; stuffing is flame-proof, non-toxic, non-allergenic.

4B T 10335—Abt. 20 in. tall. Wt. 15 oz. **6.44**

Musical Baby

3.87 14 in.

SAVE over 34% on Giggles, the happiest doll in the world!

Only **6.88** was 10.54

The famous doll you've seen on TV! Just press her hands together and this charming tot cracks her head, rolls her bright eyes and bursts into a cascade of irrepressible giggles—makes you giggle, too. She's delightfully realistic and appealing 18 in. tall, fully jointed vinyl body. Her long silky hair is rooted, can be washed and set. Wears mod knit shift and sandals. Buy extra outfits, opp. page. Needs no batteries.

48 T 10275—Ship. wt. 3 lbs. 7 oz.. . . . . 6.88

(1) Only at Wards Puppetrina 6.87 16 in.

Lovable baby seems almost real. You can make her nod her head, play patty cake, wave bye-bye, do other enchanting baby things. No batteries needed—just work her like a puppet to make baby play! Lifelike vinyl head, sleeping eyes with lashes, rooted hair. Jointed arms and legs, soft stuffed body. Saucy middy outfit.

48 T 10151—Ship. wt. 2 lbs. 1 oz.. . . . . 6.87

(2) As seen on TV Patti Playful 11.49 16 in.

As cute as a button—even her face moves! She'll yawn, smile or make a funny face, suck her thumb or chew on her pacifier—just like a real baby! Waves bye bye and hugs you, too. Activated by child's hands, like a puppet; no batteries needed. Vinyl head, hands, feet, soft stuffed body. Sleeping eyes, rooted hair. Playsuit with pinafore.

48 T 10150—Ship. wt. 2 lbs. 11 oz.. . . . . 11.49

Baby Throw-a-Kiss

Puts her chubby hand to her lips and throws a great big kiss!

6.99 14 in.

She even makes a real kissing sound! You simply pull the string on her back; no batteries needed. Adorable tot's soft and cuddly with foam-filled cotton body, life-like vinyl head and hands, rooted hair, sleeping eyes with long lashes. Eyelet-embroidered playsuit; buy extra outfits, opp page

48 T 10111—Ship. wt. 1 lb. 8 oz.. . . . . 6.99

For doll furniture, see pages 329 and 339; Doll carriages, page 354

Peggy Pen-Pal with Magic Desk 11.77 18 in.

Peggy's a copycat! Just put her at her desk, give her one of the special pens and you take the other—then, watch! Anything you put on your pad of paper, she'll copy exactly on hers. Her waist turns and her head and arms move realistically as she "works." No batteries needed. She's a cute playmate with fuzzy tainted body, vinyl head, rooted ponytails. School dress, panties, socks, shoes.

48 T 10209—Ship. wt. 4 lbs. 12 oz.. . . 11.77

CHOICE **9.88** 16 in.

Baby Whistle

She's happy as a lark! Seat this merry muppet in her rocker, press the magic button and she starts to whistle, rocking to and fro to the jolting tune. Soft stuffed body, vinyl head and hands, rooted hair. Needs 1 "C" battery; pg. 418.

48 T 10148—Ship. wt. 2 lbs. 6 oz . . . 9.88

Baby Laugh-a-Lot

What a giggler—everything's funny to this little imp! Seat her in her rocker, press the magic button, she'll rock with laughter—and make you laugh. Soft stuffed body; vinyl head, hands, rooted hair. Needs 1 "C" battery; pg. 418.

48 T 10149—Ship. wt. 2 lbs. 15 oz . . . 9.88

Dolls that Drink, Wet, Cry Tears

Baby Tears has her own Layette

Only at Wards **5.95** 13 in.

Sweet and cheerful, but if she's fussing she cries real tears. Drinks and wets, too, when you feed her her bottle. Rooted hair to comb; go-to-sleep eyes, fully jointed washable body. Wears lace-trimmed dress, booties—has extra clothes for changes, playsuit, dress, pj's, sunsuit plus diaper, grooming accessories.

48 T 10103—Ship. wt. 1 lb. 3 oz. **5.95**

Baby's tote-basket bassinet converts to cradle

6.99 13 in.

Baby's warm and cozy, snuggled in a fluffy blanket. Drinks from her bottle, wets her diaper and cries real tears. Has go-to-sleep eyes, rooted hair, fully jointed washable body. Her pretty convertible bassinet is sturdy plastic with metal rocker-handles. Comes with nursery tray packed with baby needs. For a complete wardrobe of extra clothes, see pg. 335.

48 T 10104—Ship. wt. 3 lbs. 6 oz. **6.99**

Nursery Set for dolls up to 14 in. 5.69 4-Pc. set

Pretty white furnishings for the well-equipped nursery! Bath holds water, feeding chair has roomy tray, cradle rocks, car seat has safety strap. Sturdy plastic. Easy to assemble. Doll not included.

48 T 11742 Ship. wt. 6 lbs. 3 oz.... . . . . **5.69**

Adorable Cindy

Comes in polka-dot trunk with her special wardrobe

Only at Wards **7.95** 13 in.

FABULOUS VALUE

Cindy is a real charmer, all dressed for an outing in her elegant Christmas-red velvet coat and bonnet! Her big blue eyes close when she's sleepy and her lovely rooted hair is fun to comb and style. She cries real tears and wets her panties, too, when she's fed from her bottle. Fully jointed washable body. Wardrobe includes lace-trimmed dress and bonnet, play outfit, jacket, diaper, grooming kit.

48 T 10102—Ship. wt. 3 lbs. **7.95**

Weepsie Wiggles 8.99

Cries real tears, wiggles, squirms . . . plays a lullaby! 19 in. tall.

A big, cuddly armful with delightful baby ways! She drinks from her bottle and cries real tears and moves realistically to her own music. Life-like vinyl head, sleeping eyes with lashes, rooted hair to comb. Huggable cotton-stuffed body is baby soft. Wears dainty embroidered dress, frilly bonnet and panties, booties with bows. Buy extra clothing for her, p. 335.

48 T 10146—Ship. wt. 3 lbs. 9 oz. **8.99**

SAVE THIS CATALOG! Use it to buy toys and children's gifts 'til Aug. 31, 1971.

Drink and Wet Baby with Layette

Cuddly baby is dressed for a party in dainty lace-trimmed organdy dress! 4 extra outfits—3 cute dresses, one with matching bonnet, and slack suit plus her own grooming accessories. Drinks from her bottle and wets. Fully jointed body, vinyl head, open and close eyes, rooted hair

5.99

48 T 10257—About 14 in. tall. Ship. wt. 2 lbs. 6 oz. .

Pixie Twins are Chubby Charmers

An adorable pair dressed for bedtime in stripes p.j.'s, nightcap, nightgown. They have daytime clothes, too! Girl has dress and panties, boy has playsuit; both have socks and shoes. Fully jointed, vinyl bodies. Sleeping eyes with long curly lashes. Rooted hair.

48 T 10278—About 8½ in. tall. Ship. wt. 1 lb. 6 oz...

Set 5.99

Ward Specials
Your Choice
5.99

Pretty Lisa has her own Wardrobe

Lucky Lisa has lots of clothes for all occasions—7 outfits plus 7 piece accessory set with pretend make-up. She's 16 in. tall, fully jointed body, can stand or sit. Soft vinyl head and arms, open and close eyes with lashes. Long rooted hair, in pigtails, can be combed with her own comb and brush.

48 T 11859—About 16 in. tall. Ship. wt. 2 lbs. 6 oz.

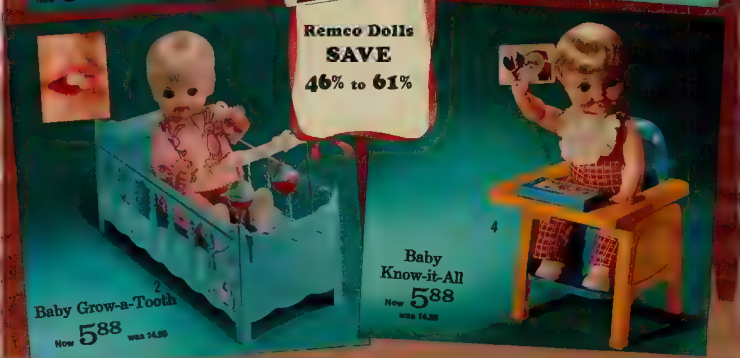
5.99

Musical Mimi turns to a gay tune

A merry companion for dresser or bedside table. I sit wind the Loose of her chair and Mimi revolves as the melody plays. She's an enchanting fashion doll with delicately tinted silk face and bouffant hair-do. Pretty frosted big pompon ties. Bendable legs and arms. Plastic chair.

48 T 10696—About 12½ in. overall. Ship. wt. 1 lb. 7 oz...

5.99



Little Heidi winks at you!
Only 4.77 was 5.88
With pool and cabana
Winking Heidi is a tiny favorite. Has open and close eyes, and winks if you press her magic button! Fully jointed body, long rooted hair.
Her swimming pool really holds water, has diving board, ladder, raft and water toys. She has a chaise for lounging, a working shower in the cabana. Pool-cabana abt. 19½x 12x3 in. high. Heidi is abt. 5½ in. tall. Ship. wt. 5 lbs. 12 oz.
48 T 10523 M . . . now only 4.77
332 WARDS All>

Famous Dolls seen on TV . . . lifelike action

1 **Bunny Baby "comes alive"** when you blow the magic whistle! If she's on her bouncy bunny she sways back and forth, stops by herself. If you take her off she waves her arms and legs, rocks from side to side like a lively tot. Abt. 18 in. tall, fully jointed body, rooted hair. Wears bunny suit; buy her a whole outfit, page 335. Needs 3 "D" batteries, see p. 418. Ship. wt. 3 lbs. 13 oz.
48 T 10116. . . was 17.88; now only 6.88

2 **Baby Grow-a-Tooth is delightful!** If she's in her crib, she waves her arms, opens her eyes wide, sits up and starts to play with her cradle toy. Give her her pacifier—when you take it away, she's grown a tooth! About 15 in. tall, fully jointed body, rooted hair. Wears pajamas; buy her other clothing, page 335. Needs 3 "D" batteries; pg. 418. Ship. wt. 3 lbs. 9 oz.
48 T 10075M. was 14.99; now only 5.88

3 **Tumbling Tomboy is a show-off!** She tumbles forward or backward, somersaults across the floor on her go-cart, all by herself! You don't even touch her; just press the secret button on the pocketbook attached to her foot. About 17 in. tall, fully jointed body, rooted pigtails. Wears jaunty sports outfit; buy extra clothes, pg. 335. Needs 3 "D" batteries; pg. 418. Ship. wt. 4 lbs. 3 oz.
48 T 10119. . . . was 12.88; now only 6.88

4 **Baby Know-It-All has a mind of her own!** Put her in her chair and show her the pictures on the magic slate. If she likes something she jumps up and down with joy—if not, she shakes her head "no." Out of her chair she's a lovable baby, about 17 in. tall. Jointed body, rooted hair. Wears playsuit; buy wardrobe pg. 335. Needs 4 "D" batteries, sold on pg. 418. Ship. wt. 5 lbs. 2 oz.
48 T 10117 M . . . . was 14.88; now 5.88

Order early! Supplies are limited
we cannot guarantee delivery after December 1

Wards NFL electric football

with 3 American and National Conference teams **14.88**

3-D players give their all on the vibrating gridiron! Triple-threat quarterbacks run, pass, kick. Offensive-defensive players run, block and tackle. 3 players, including passer-kicker, wear the official team colors of the Kansas City Chiefs, Cleveland Browns and Los Angeles Rams.

Includes automatic timer and speed contro. Magnetic down and ball marker with chain. Center-post goal posts in official "NFL Gold." A figures handpainted for complete accuracy. Hi 3 ft. grandstand, jammed with loyal fans, folds neatly for storage. Game about 37¾x20¼x3 high. UL listed. Wards Exclusive

48 T 14519 A—Ship. wt. 11 lbs. 13 oz. **14.8**

Pro-star electric football 9.99

Full of excitement! Game includes two full teams, 24 3-D players in all. Quarterbacks run, pass, kick, even fumble on vibrating field. Magnetic down markers and footballs. Complete grandstand, scoreboard. Licensed by Professional Football Players Assn. 16x27 in. paper and plastic 42 action shots.

48 T 14523 M—Ship. wt. 9 lbs. 10 oz. Abt. 33x.7 in. UL listed **9.99**

action shot poster

NFL electric football 11.88

Thrilling electric football between the Dallas Cowboys and the New York Jets. The 24 players, including 2 passer-kickers, can do everything the real teams do except get injured. Automatic timer, speed control. Full scoreboard. About 3..9x17½ in. UL listed

48 T 14521 M—Ship. wt. 7 lbs. 5 oz. **11.88**

Bas-Ket 4.49

Enjoy real basketball in miniature with Bas-Ket. Full of excitement for "cage" fans of all ages. Fast, competitive action every minute! Players control shots from anywhere in the court with mechanical levers. Sturdy construction, tested steel mechanisms. Court, scoreboard, game ball included. Large playing court is about 20x12 in. Wt. 3 lbs. 10 oz.

48 T 14610 ... **4.49**

Electric baseball 7.49

Official American and National League game. Remote-controlled pitcher throws balls or strikes . . . even change-ups to fool the batter. Control the batter to slam the magnetic ball for a homer, triple, double, single, even a bunt. Throw moving runners out at any base. Make double or triple plays.

Scoreboard keeps track of balls, strikes, outs, runs. Crowds fill grandstands. 4 players, metal base, steel stand. 2 players, ages 9-up.

48 T 14514 M—110 volts, AC. UL listed. Ship. wt. 5 lbs. 2 oz. **7.49**

Skittle pool 11.99

FABULOUS VALUE

Play pool with a different "twist." Ball suspends on chain from metal arch. Swing ball at correct angle to hit cue ball into other balls to make your shot. Thus relaxing variation of pool appeals to all. Felt surface table, ball return, 10 numbered balls, cue ball, nets, arch, swinging ball and chain, magic cue, ball rack, scoring counter. 23½x23½x33¼ in. Wt. 11 lbs. 13 oz.

48 T 14879 A **11.99**

Deluxe electric pinball

25.44

- Just like an arcade machine
- Lights flash, bells ring
- Great for parties

Play for high stakes on the Mississippi showboat! Pull the trigger and fire the steel ball up the chute. Guide it to the scoring pins . . . when it hits watch the lights blink. Bells ring and score registers automatically. Hand-operated kicker helps keep ball in play. Loads of fun for the whole family. Great for parties! 11 scoring pins, 3 scoring chutes, 5 steel balls. Playing surface is enclosed in clear, heavy tactite. All rugged plastic. About 31½ Hx45 In. high. UL listed for 120 volts, AC. Easy to assemble; instructions included.

48 T 14512 A—Ship. wt. 28 lbs.. **25.44**

Electro shot arcade game

13.95

Shoot at still and moving targets!

Like being at an amusement park! Test your skill with this all-action game. Self-loading machine gun fires slow shot or rapid fire at bobbing, traveling, ball-dropping and animal targets. High-impact plastic case . . . ammunition can't get lost. Uses four "D" batteries; order on page 418

48 T 14716 A—Abt. 3 ft. long. Ship. wt. 10 lbs. 13 oz. **13.95**

Rock 'em Sock 'em robots 9.88

Ringside for the main event!

Boxers move around ring jabbing and blocking

Hand-control the punches, keep your man moving

Robots 12½ in. high

Wild action 'til one "knocks other's block off"! Bow on the chin pops head up; press it back for a new round

48 T 14859 M—20-in sq ring Ship wt 7 lbs 6 oz. **9.88**

New! Exclusive model Game table and matching chairs 4.99

Play over 100 games

Play over 100 games. Just about anywhere! Tabe surface includes 21 different game boards: puy chess, checkers, ship-a-long, race way. Show me the way to go home and many other unique games. Includes spinner dice, instructions and all playing pieces needed to play over 100 games. Sturdy fiberboard plastic coated table with exclusive wood grain finish can be used indoors or out. Play games on auto trips, planes, at the beach or right at home. Use as bed tabe, party or TV table. Two sturdy chairs each hold 200 pounds. 20x18½x1¾ in high tabe holds 50 pounds. Folds flat for easy storage and carrying. A Wards exclusive model!

48 T 14915 M—Ship. wt. 6 lbs. Game table and 2 matching chairs **4.99**

Save this book—use it to order toys until August 31, 1971

CLOWN-A-ROUND

Five games in one!

- Bean bag toss
- Ring toss
- Dart gun
- Dart throw
- Bowling

4.99

Go ahead . . . CLOWN-A-ROUND! The whole gang can join in—there's a game to suit everyone. Spring-action head is target for ring toss. Three-dimensional plastic mouth for bean bag toss. Dart board body. Clown's feet are target for bowling. Set is complete with bean bags, rings, throw darts, dart gun with rubber-tipped darts, balls for bowling. Colorful heavy-duty masonite stands 31¾ inches high. The whole family can "clown-around!" Ship. wt. 5 lbs. 11 oz.

48 T 14037 M. **4.99**

Mongoose and Snake set

1 **Mongoose and Snake** Hot Wheels cars flash out of the starting gate, swirl 360° through the loops, down the straightaway and finish gate to pop drag chutes at the climax! Includes Mongoose and Snake cars, 2 loops, 2 chute sets, starting gate, finish gate with automatic flag, 32 ft. of track, joiners and clamp.
48 T 23905 M—Ship. wt. 4 lbs. set **6.88**

Drag Chute Stunt set

2 **Drag chute stunt set** lets you rev up down the strip, loop the loop, fly through space and pop drag chute! Spectacular action every inch of the way. Includes 1 car, loop, 2 chutes, 2 jump ramps, trap door track, 18 ft. of track, joiners and clamp.
48 T 23680 M—Ship. wt. 2 lbs. 8 oz. set **3.99**

Mongoose and Snake set **6.88**

Drag Chute Stunt set **3.99**

Car soars through space

Hot Wheels cars set of 4 **3.44**

Custom edition of high performance cars. Extra wide rear slicks, mag wheels, custom interior, spectraflame finish. Set includes Jack Rabbit Special, Classic Chevy Nomad, Seasider, Peeptuy Bomb.
48 T 23621—Abt. 3 in. lng. Ship. wt. 1 lb. set **3.44**

For More Hot Wheels Cars, See Pages 408-409.

New 16½-in. high parking garage holds Hot Wheels and Johnny Lightning cars

6.49

Use this 4-level parking garage with your Hot Wheels or Johnny Lightning cars . . . or play with it as a regular parking garage for all mini-cars. Car enters parking cage and crank elevator whisks car to desired parking level. To go down, just set car on automatic see saw ramp and car drives down to ground level, ready to join traffic or auto race. Colorful plastic and metal. About 16½x10½x11¾ in.
48 T 23998—Wt. 2 lbs. 8 oz. 6.49

4-pc. farm set B **3.97**

Deluxe 5-pc. farm set **8.49** A

New Holland Windrower **4.99** D

New Holland Combine **4.99** C

BACKS WARDS411

Grippidee Gravidee

Amazing space vehicles climb up, down, loop the loop . . . even upside down!

Keep the gravity-defying space vehicles going on separate tracks with cross-over switch, switch them to the same track. When cars reach end of tracks, they automatically turn around. Each set makes several different layouts. Colorful tracks and space vehicles are made of tough plastic in red, white and blue. Vehicles need "C" batteries, order on page 418.

A Deluxe set. Double-power express vehicles run on inside or outside of track—just flip the horizontal rotary switch. 30-pc. set includes 21 track sections, crossover switch, 2 turntables, rotary switch, 1 Apollo Rocket and 1 Space Express car (each takes 2 "C"s).

48 T 23694—Ship. wt. 5 lbs. . . . . **set 12.99**

12.99 Deluxe set

A

8.99 Basic set

B

B Basic set 23-pc. set includes 2 rocket vehicles (each takes 1 "C" battery), 18 track sections, crossover switch and 2 turntables.

48 T 23794—Ship. wt. 3 lbs. 4 oz. . . . . **set 8.99**

Journey to the Moon

A fantasy of space travel that's really fun—from the verdant earth planet to the void of the satellite moon. Space platform and moon globe revolve as command module space vehicle orbits. Made of colorful, tough plastic. Module abt. 4½ in. Needs 2 "C" batt., page 418.

48 T 23103—Ship. wt. 2 lbs. 12 oz. **7.44**

7.44

Space Ship 2.29

It races across the floor whirring, its colored lights flashing—nothing can stop it. If it bumps into anything, it simply changes direction. Daring spaceman trails behind on tether. The outside edge spins and inside the cockpit a silver colored radar scanner whirls. Made of tough plastic with clear plastic dome. Abt. 7 in. diam. Needs 2 "C" batteries, order on page 418.

48 T 23142—Ship. wt. 1 lb. 4 oz. **2.29**

Apollo Saturn Rocket 3.49

The biggest of them all—abt. 23-in., two-stage Apollo moon rocket that looks like it's ready to take off at any second. First stage rotates while making engine sound and lights flash from second stage. Second stage separates and can be made to run in a predetermined circle. Made of tough plastic. Order 2 "C" batt. on page 418.

48 T 23110—Ship. wt. 1 lb. 8 oz. **3.49**

Explo Robotron 2.99

You've heard of people who "blow their tops"? Well, Explo "blows" everything! You start Explo, then watch as he walks about. You wait, and then—POW!!! Explo "explodes." Parts go flying. Pick 'em up, put Explo back together, then turn him loose again. You never know when it'll happen. Explo Robotron is abt. 6½ in. tall. Needs 2 "AA" batteries, order on page 418.

48 T 23050—Ship. wt. 1 lb. 4 oz. **2.99**

EXPLO

4.99

Space Ranger "88"

An innocent looking space vehicle that runs into a wall—backs off and stops. Then suddenly, the rear plastic roof opens, two laser guns appear and fire a salvo of ziri-a-ziri sound and lights flash. Starts up and repeats action again. Colorful plastic. Abt. 8¼x5¼x6¾ in. high. Needs 2 "D" batt., order on page 418.

48 T 23111—Ship. wt. 2 lbs. 8 oz. **4.88**

Butane Pocket Lighters

1 **Ronson Varoflame Comet.** Windproof, adjustable flame. Convenient trigger action, perfect for pipes, too. Black satin finish with bright chromed trim.
53 GT 39469—Ship. wt. 10 oz. 7.15

2 **Scripto Vu-tane.** New, see-through refillable butane lighter. Adjustable flame, single action. Lightweight. Chrome top; choice of 3 see-through bodies.
53 T 39030—Clear. Ship. wt. 4 oz. 3.77
53 T 39031—Red. Ship. wt. 4 oz. 3.77
53 T 39032—Blue. Ship. wt. 4 oz. 3.77

3 **Bi-Jet Butane Lighter.** With a unique feature—flame comes out from either on top for cigarettes, or in front for pipes. Adjustable flame. Brushed chrome finish.
53 T 39029—Ship. wt. 8 oz. 9.77

Zippo Lighter Gift Set

4 **Zippo 3-pc. set** includes famous Zippo windproof lighter, 6 flints, 3-oz. can of lighter fluid.
53 T 39530 P—*Postpaid*. ..... set 4.39

Novelty Lighters

5 **Watch-lighter.** Inset Swiss watch keeps accurate time. Chrome-plated lighter. Gift-boxed.
53 T 39444—Ship. wt. 8 oz. 9.95

6 **Space-age Electronic Lighter.** No flint, no wheel. Butane is ignited by a unique electronic device that never needs replacement. Adjustable flame. Chrome finish.
53 T 39466—Ship. wt. 8 oz. 12.95

7 **Gulton Rechargeable Electric Lighter.** Flameless. Electric coil heats instantly, lights up to 60 cigarettes a charge. Just plug retractable prongs into 120 v., AC outlet to recharge. Wood base included.
53 T 39441—Ship. wt. 14 oz. 14.95

Table Lighters

8 **Butane Pistol Table Lighter.** Flint lock replica of 18th century dueling pistol. Actual scale model. Adjustable flame. Cherrywood base.
53 T 39050—Ship. wt. 2 lbs. 9.95

9 **Derringer Pistol Table Lighter.** The "Persuader" of the Wild West. In black satin finish, gold color barrel, trim. Felt on wood base. Pull trigger to light. Abt. 6x3 in.
53 T 39422—Ship. wt. 1 lb. 4 oz. 3.49

Pipe and Tobacco Gift Set

10 **Pipe and Tobacco Gift Set.** Briar pipe with five 1-oz. tins of quality tobacco. Clear plastic gift box.
53 T 39490 Ship. wt. 1 lb. 9 oz. ..... set 5.95

Pipe Lighters

Dependable Lighters for pipe smokers

11 **Bently Butane Pipe Lighter.** Windproof. Adjuster jets flame downward for pipes or pops it up for cigars, cigarettes. Chrome finish, jewelry styling. Gift boxed.
53 T 39534—Ship. wt. 8 oz. 5.95

12 **Nimrod "Sportsman" Pipe Lighter.** Chrome finish.
53 T 39627—Ship. wt. 8 oz. 4.85

13 **Nimrod "Executive" Pipe Lighter.** 14K gold band.
53 GT 39629—Lizard grip. Ship. wt. 8 oz. 5.85

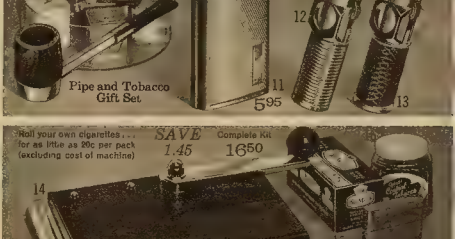
Supermatic Cigarette Machine

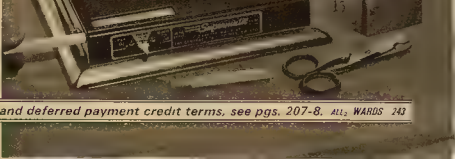
14 **So simple to operate.** Just sprinkle your choice of blend tobacco into vent, place regular or king size cigarette tube in holder, turn lever. You save 20c or more for every pack you make! Pack regular-size straights or king-size filter. Kit includes: pkg. of 200 king-size filter tubes, 7-oz. container of American blend tobacco, stainless steel tobacco trimmer and a handy plastic cigarette case. Machine is all metal with chromed trim. Reg. 17.95.
53 GT 39000—Ship. wt. 2 lbs. 15 oz. ..... kit now 16.50

15 **Package of 600 king-size, filter cigarette tubes.**
53 GT 39001—Ship. wt. 10 oz. ..... pkg. 1.95

Package of 1500 regular-size non-filter cigarette tubes.
53 GT 39002—Ship. wt. 8 oz. ..... pkg. 1.95

16 **Finest quality cigarette tobacco.** In 7-oz. container.
53 GT 39003 American blend. Ship. wt. 12 oz. 1.09
53 GT 39004—Menthol blend. Ship. wt. 12 oz. 1.15





Buy a complete outfit
SAVE $5 to $7

Wards child-size play kitchen means full-size fun. Heavy gauge steel with realistic details, popular avocado finish. Easy-to-assemble—shipped flat to save you shipping costs. Buy each unit separately, or put them all together for a complete kitchen to delight your little girl.

Pretend range looks so real! 10.99

A **She'll love "cooking"** on pretend burners, "baking" in big oven with see-through door. Control knobs really turn. About 19x19½x28 in. high. Accessories not incl.
48 T 32038 A—Ship. wt. 24 lbs. **10.99**

Sink with running water 10.99

B **Real running water** flows from attached tank through swivel faucet. Sink stopper, grooved and slanted drainboard. About 38 in. high. Accessories not included.
48 T 32039 A—Ship. wt. 19 lbs. **10.99**

Overhead storage shelves *3 each

C **Color-matched and built to fit on stove and sink.** Sturdy, corrugated fiberboard. Ample storage for Wards Toy kitchen accessories and dishes as shown below and on opposite page. About 19½ in. high.
48 T 32042 A—Ship. wt. 2 lbs. 6 oz. . . . . **each 3.00**

Refrigerator with freezer 11.99

D **Just press floor pedal—refrigerator door opens!** Magnetic catches on fridge, freezer doors; ice cube compartment; realistic control dials. "Foods" not included, but she can make her own from discarded containers. About 37 in. high.
48 T 32040 A—Ship. wt. 24 lbs. **11.99**

Cupboard with countertop 12.99

E **Lots of room for dishes and make-believe foods** with shelves top and bottom; large work counter. Accessories not included, but wouldn't one of Wards tea sets look nice with this lovely avocado kitchen? Abt. 47 in. high.
48 T 32041 A—Ship. wt. 29 lbs. **12.99**

Buy a complete play kitchen and save!

5-piece kitchen—2 overhead shelves, range, refrigerator, sink. Would cost 39.97 if purchased separately—SAVE $5
48 T 32043 AA—Ship. wt. 72 lbs. . . . . **set 34.97**

SAVE $7 on 6 piece set. Same as above plus cupboard. Would cost 52.96 if purchased separately.
48 T 32044 AA—Ship. wt. 99 lbs. . . . . **set 45.96**

26-piece Early American cooking set

Make her kitchen picture perfect with 26-pc. set similar to one shown with Wards steel kitchen. Metal salad bowl and 3 serving bowls, skillet, pan and dutch oven with plastic lids; plastic salad servers, 3 utensils on rack, salt/pepper shakers, flatware for 3. (No coffeepot.)
48 T 32315—Ship wt. 1 lb. 13 oz. . . . . **set 3.29**

Shipping information: "A" or "AA" after catalog number means items are available to same location—see page 311

Dawn Rose china tea set with musical teapot

F **A delicate long-stemmed rose** blooms on every piece of this elegant china. Graceful musical teapot plays "Tea for Two." 41-pc. set has 6 place settings, each with 5-in. plate, cup and saucer; plastic flatware. Teapot with lid, creamer, covered sugar bowl.
48 T 32491—Ship. wt. 5 lbs. 9 oz. . . . . **set 5.99**

48 T 32392—China service for 4 like above with 3½-in. plates 29 pieces. Ship. wt. 4 lbs. 8 oz. . . . . **set 3.88**

"Teflon" set with Magic Perc

G **Percolator pours magically**—"coffee" seems to disappear when pot is tipped. 85-piece set has everything a little homemaker needs: "whistling" teakettle, double boiler, mixing bowls, covered roaster, cookie sheet, saucepans with lids, lots and lots of pans—muffin, fry, cake, pie and loaf. Lithographed-on Teflon looks real—just like Mom's. Utensil set with ladle, spatula, spoon, pancake turner and rack; 4 animal cookie cutters, 4 measuring spoons. Plus table settings for 4: ivory-bright aluminum plates, saucers; plastic goblets, cups and flatware.
48 T 32384—Ship. wt. 2 lbs. 2 oz. . . . . complete set only **5.29**

Blue Medallion cook 'n' serve set Service for 6 83 pieces 5.55

Big, big tea set has 6 place settings, each with decorated dinner plate and mug, cobalt blue saucer and goblet, white salad plate, sherbet and flatware, fancy napkin. Plus napkin holder, covered coffee pot, creamer, sugar bowl, salt/pepper shakers, cake plate and large tray. Pots and pans, too—bright red teakettle, fry pan, saucepans and double boiler; 4 utensils and rack, trivet. Pots and pans metal; dishes, etc. plastic.
48 T 32319—Ship. wt. 2 lbs. 6 oz. . . . . **set 5.55**

Party-time with Peanuts gang Service for 6 33 pieces 2.88

Colorful, comical portraits of Charlie Brown, Lucy, Snoopy and all their friends decorate long-wearing metal tea set. Includes 4 place settings, each with plate, salad plate, cup, plastic flatware and paper napkin. Plus metal tray and plastic coffeepot with lid
48 T 32320—Ship. wt. 1 lb. 9 oz. . . . . **set 2.88**

Flower power tea set Service for 6 77 pieces 4.99

Brilliant colors and charming serving pieces make this tea set a real daisy! 6 place settings, each with decorated dinner and dessert plates, yellow cups, salad bowls and goblets, white covered casseroles and flatware, flowery paper napkins. Plus large yellow salad bowl, black salad servers, white salt/pepper shakers, brown meat tray and rack, green teapot with lid, covered sugar and creamer
48 T 32321—Durable, smooth-finish plastic. Ship. wt. 2 lbs. 11 oz. . . . . **set 4.99**

Big Horn Rifle set 5.88

Stalk mountain game or go on safari with your Big Horn "high-power" rifle. 40-inch plastic bolt action rifle fires roll caps®, ejects 3 cartridges in realistic rifle action. Spot your game with authentic looking binoculars. Real telescopic scope enlarges any distant target you sight. Richly grained plastic stock looks and feels like fine wood.

For the young big game hunter

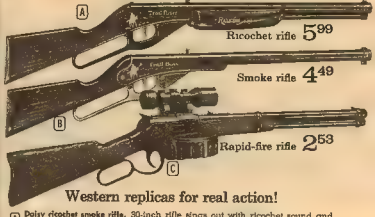
Gold-colored rameheid is "carved" into the stock. Gun-metal black barrel and parts. The flexible 10-in. bowie knife that slips into sheath is a true hunting companion. Wear it on belt or leg. Three cartridges are included.

48 T 19308 M—Ship. wt. 3 lbs. . . . . set 5.88

17-pc. Cavalry set 6.49

Cavalry charge! The men follow you with your officer's 26-in plastic saber, hat, and neck scarf. Cap pistol® and holster at your side. 27-inch lever action carbine in hand. Out for all-day action with canteen and ammo pouch on your U.S. Cavalry belt. Scabbard and holder incl.

48 T 19611 M—Ship. wt. 4 lbs. 12 oz. . . . . set 6.49



Western replicas for real action!

A Daisy ricochet smoke rifle. 30-inch rifle sings out with ricochet sound and sharp report. Smoke curls from barrel. Uses no caps or batteries—just cock the lever, pull trigger. Carbine styling. Steel and plastic construction.

48 T 19300 M—Ship. wt. 2 lbs. 12 oz. 9.99

B Daisy smoke rifle. Cock the lever and fire a loud bang, complete with smoke and authentic rifle recoil action. Uses no batteries or caps. Carbine styling. Plastic wood-grained stock, metal barrel, frame. 36 inches.

48 T 19301 M—Ship. wt. 2 lbs. 12 oz. 6.49

C Old West rapid-fire rifle makes power-packed firing sounds at just the pull of the trigger. Needs no caps or batteries. Mounted scope has traditional cross hair type viewer. Wood-grained plastic casing

48 T 19315 M—Ship. wt. 1 lb. 4 oz. 2.53

Company Commander 8-pc. set 5.94

Take command with your 19¼-in. plastic machine gun making real rat-a-tat sound. Officer's plastic and metal pistol fires real caps®. You're in full soldier gear with plastic helmet, holster, belt, knapsack, canteen, flexible knife and sheath, and 2 realistic grenades . . . Move out

48 T 19604 M—Ship. wt. 3 lbs. 12 oz. . . . . set 5.94

AR-15 rifle with automatic sound 3.44

Authentic Colt firearm design! AR-15 rifle makes 50 separate realistic firing sounds. No batteries or caps—just pull back the cocking mechanism and pull the trigger. High-impact plastic. Simulated wood grain stock. Trigger housing and top handle are in metal-type finish.

48 T 19511 M—Ship. wt. 2 lbs. 3.44

Skeet Shooter

Shotgun, launcher Spinning targets 8.99 set

This gun and real flying target set provides real sport to a rifle sharpshooter. "Over/under" design shotgun has "break-action" loading. Engraved simulated walnut stock. Insert realistic shells in chamber to spring-fire plastic missile bullets. Send small or large targets soaring with the press of the launcher footpedal . . . Lock and load!

48 T 19036 M—Ship. wt. 4 lbs. 8 oz. set 8.99

Space-age air rifle 4.99

Inspired by the Moon landings! This rifle fires invisible jets of air! 3 different targets rebound in unpredictable ways—for target practice or as part of a game. Each target is psychedelic on one side, Moon target on the other. Plastic stock; rust-resistant metal barrel, assembly.

48 T 19321 M—Ship. wt. 2 lbs. 12 oz. . . . . set 4.99

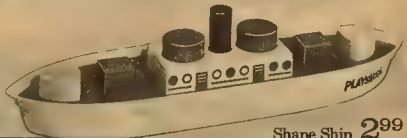
Kindergarten kitchen for little cooks 8.99

Mother's little helper loves to "cook" in her own make-believe kitchen decorated in bright child-pleasing colors. So many fascinating things to do—wind up the klickety-klack clock—turn burner knobs to see pots jiggle and gingerbread man dance—keep an eye on "baking" in clear-view oven—"cook" pretend fruits and vegetables—watch nicely browned toast pop up! Play spoon and fork hang on hooks at side; pans and "foods" fit in storage bin. Sturdy reinforced plastic; non-toxic colors. Abt. 15x7x15 in. high.
48 T 1532B M—Ship. wt. 9 lbs. 8.99

Colorful learning toys from PLAYSKOOL

Bill Ding 16-pc. set 3.79

An old favorite takes on a new look! 14 colorful wood clowns with interlocking notches to build and stack and balance in dozens of different ways—plus 2 wood dowels for additional balancing tricks. Each clown about 4½ in. tall; non-toxic finish. Convenient storage box.
48 T 1527T—Ship. wt. 1 lb. 8 oz. ..... set 3.79



Shape Ship 2.99

The flagship of your junior admiral's fleet—it floats! Fun to play with out of the tub, too—he can take it apart and put it back together by fitting varied wood shapes (squares, triangles, cylinders) into preformed slots. Durable wood and plastic with brightly colored non-toxic finish. About 6x1½x17 in. long.
48 T 1527B—Ship. wt. 1 lb. 2 oz. 2.99

2.49

Load up the truck . . . watch it go!

Marbles bounce down five-step loader to fill back of battery-operated truck—drives away automatically when full. Runs on 1"C" battery—see page 418. Durable plastic; loader abt. 10 in. high. Marbles included.
48 T 1597Z—Ship. wt. 1 lb. 13 oz. 2.49

Watch the wheels go 'round in your pull-along pet

2.19

Floppy-eared, waggle-tailed pooch loves to be pulled along on his leash. Colorful gears go 'round as he shuffles along—you can see them turn through sides of clear plastic body. About 14 in. long.
48 T 1597C—Ship. wt. 1 lb. 2 oz. 2.19

Dandy Turtle nods his head . . . walks forwards and backwards!

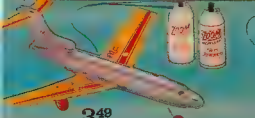
3.49

Just press the buttons on remote control battery-pack—you can make Dandy Turtle move the way you want. He nods "hello," paddles his flippers up and down as he goes. Colorful metal and plastic about 7½ in. long. Runs on 2 "D" batteries—see page 418.
48 T 1596B—Ship. wt. 2 lbs. 8 oz. . 3.49

Whimsical animals on musical ferris wheel

3.99

Merrily they whirl around—4 cute animal friends enjoying a ride on their own ferris wheel. Turn the knob to hear cheery tune—watch ferris wheel whirl. Easy-clean plastic; about 8 in. high.
48 T 1597S—Ship. wt. 1 lb. 2 oz. ... 3.99



3.49
Zoom Mini Jet 500

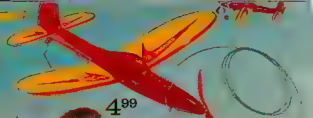
Flies just like a real jet plane. Simply connect plane to 8 oz. can of Zoom propellant, press button and Mini-Jet develops enough thrust to take off, do maneuvers. Release button and Mini-Jet glides for a smooth landing. Plastic. About 13 in. long.

48 T 23052—Ship. wt. 2 lbs. 4 oz. . . . . set 3.49
48 T 23401 -Two 8-oz. cans of Zoom propellant. 1 can good for 75 to 100 flights. Wt. 1 lb. 12 oz. . . . pkg. 2.17

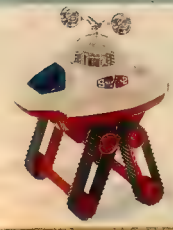
4.97
Remote Control Plane and Copter

Be your own stunt pilot! Make the plane take off, do loops, figure 8 and other thrilling stunts. Copter takes off and lands vertically, fly forward and backward, perform rescue maneuvers. Plastic. Interchangeable power pack has plug-in feature and precision thumb control. Order 2 "D" batteries, page 418.

48 T 23062— Ship. wt. 1 lb. 14 oz. . . set 4.97



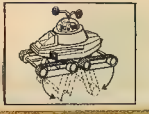
4.99



Space Beetle

The Space Beetle goes anywhere it wants to. 4 caterpillar treads make it climb the steepest incline, go over the toughest obstacles. Angles of caterpillar treads can be locked in 3 different positions. Tough plastic 6¢l in. long. Order 2 "C" batt., page 418.

48T23114—Wt. 2 .lbs. 4 oz **4.99**



5.98
Capt. Robo

Mighty Capt. Robo backs onto the space transport and makes the vehicle go, then he goes forward off of transport. Space transport can be made to run in predetermined circle. Robo and Transport are of rugged plastic. Order 2 "C" batteries on page 418

48 T 23101—Ship. wt. 2 lbs. 6 oz. . . set 5.98

4.99
Li'l Tow and Hot Rod set

It's the grooviest pair of road machines—the mod looking Li'l Tow Wrecker with a working winch, and Hot Rod roadster complete with air stack, roll-bar and sidewinders. Both have steering wheels, bucket seats, gear shifts, decals and custom wheels. Rugged steel construction with high gloss baked enamel finish. Li'l Tow is 9¼ in. long. Hot Rod is 8 in. long.

48 T 23846—Ship. wt. 3 lbs. 4 oz. . . . . set 4.99

8.44
Light 'N Go Puppy

Children love the mystery of making the puppy go and do what they want it to. Light 'N Go bone controls actions. Light beam makes it start, stop, come to you, or scamper away. Puppy is 11½ in. long, use 2 "D" batt Bone uses 2 "D" batt., p. 418.

48 T 23028—Ship wt. 2 lbs. 10 oz. . . set 8.44

SSP Racing Cars 2 for 4.49

A, B Miniature drag racers—insert launcher and pull-cars will speed off. Use indoors or outdoors. Tough plastic. Sizes from 6 to 9 in. long.

(A) 48 T 23316—Laker Special and Sidewinder. Ship. wt 1 lb 8 oz. . . . . set 4.49

(B) 48 T 23317 -Blazer Bike and Eliminator. Ship wt 1 .b 8 oz. . . . . set 4.49

4.99
SSP Flying Finish Drag Action Set

This is racing with a revolutionary new power system—the speed is in the gyro wheel. Needs no motor, no track, no push, no battery. Just set and pull T-handle, and power wheel revs up to 20,000 rpm, car travels at speeds to 400 scale mph for over 60 ft. Drag action set comes with Dune Digger SSP, finish gate, parachute and hooks. Of rugged plastic Car is abt. 5½ in. long. Order extra racers for competition racing

48 T 23315— Ship. wt. 1 lb. 12 oz. . . . set 4.99

Ramrod gift set 3.49

People will know it isn't just any ol' cowpoke in this ramrod gift set. His shiny matching plated metal repeater pistols fire 250 rounds of caps*. They hang ready at his side in tubular-style holsters decorated with bright conchas and "jewels." Three shiny bullets and a clip mount on the adjustable belt. His belt and holsters are genuine leather.

48 T 19226—Ship. wt. 2 lbs. 8 oz. . . . . set 3.49

Fancy Dan gift set 2.47

Be a Wild West Maverick with authentic looking 50 shot repeater cap* pistol of plated metal with white stag inlaid grip. Genuine leather belt and holster. Belt adjusts to 26 inches—fits most any cowpoke. Set includes colorful kerchief with metal loop, a mask and silver color badge.

48 T 19225—Ship. wt. 1 lb. 4 oz. . . . . set 2.47

Bonanza ranch set 5.97

Just like "Hoss" and "Little Joe"! This Ponderosa Ranch set has 32½-in. cap-firing* saddle rifle of high impact plastic and die cast trigger and housing. Plated cap pistol* shoots special "bullets" (incl.). Natural-stain plastic holster. Adjustable belt with bullet loops, buckle. Bowie knife and sheath.

48 T 19418 M—Ship. wt. 3 lbs. . . . . set 5.97

Johnny Eagle gift set 11.99

Red feather signals for action! Metal and plastic rifle and matching pistol are mounted on "sculptured" wall plaque. Both fire plastic bullets, caps*, and eject the shells. Rugged lever-action 26-inch rifle looks like the Winchester '86. 14-in. six-shooter fans six shots in a flash. Handy lanyard and 'old west' ejection rod. Animal target revolves when hit.

48 T 19037 M—Complete set. Ship. wt. 5 lbs. 8 oz. . . . . set 11.99

49 T 19038 M—Rifle only. Ship. wt. 3 lbs. 12 oz. 6.99

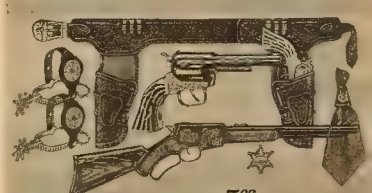
*In accordance with State Laws, residents of Massachusetts, New York City, and minors under 16 in Ohio, may order only guns that do not shoot caps. No caps incl. with gun sets.

Sonic ray gun flashes "laser" light beams!

Pistol and helmet 3.99

ZZZZZZZZap! The ultimate weapon of the future. Realistic "laser" gun fires 3 different light beams. Turn the turret to choose white, red, or green rays. Press the trigger and hear the "electronic" buzz as the ray is fired. 9¾ inches in length. Special helmet is included. Order 2 "C" cell batteries on page 418 . . . Blast off!

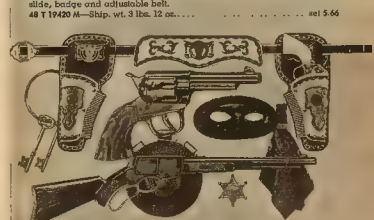
48 T 19740—Ship. wt. 1 lb. 8 oz. . . . . set 3.99



Lawman gift set 5.66

New sheriff in town! Hear him coming in his bright metal spurs and leather straps. Silver color 250-shot repeater cap-pistols* with Old West white stag grips fit his hand-rubbed and "tooled" plastic holsters. A sharpshooter with his 26-in. plastic and metal lever-action rifle. Set includes kerchief, leather slide, badge and adjustable belt.

48 T 19420 M—Ship. wt. 3 lbs. 12 oz. . . . . set 5.66



Lone Rider gift set 4.44

Nobody tougher than a Lone Rider of the West! Always ready with plated, stag grip repeater cap pistols* in "jeweled" holsters. His plastic canteen gets him across the desert with his lever-action cap rifle* blazing in the sun. The key and badge show he's a lawman, but just who is he in that black mask and red kerchief?

48 T 19419 M—Ship. wt. 2 lbs. 8 oz. . . . . set 4.44

4-pc. Camper Special

Set **8.98**

A special set for the outdoor type. You get a Trail Blazer camper, Beach Buggy and Motor Boat on a trailer. Camper is two pieces, with a rugged pick-up truck and rooming home with working doors and windows. Beach Buggy has bucket seats, chromed engine, air stacks, exhaust headers on 4 wide rear slicks. Realistic molded boat runs on 2 "AA" batteries (order page 418), has exactly on trailer. Camper is 12½ in. long, Buggy 5¾ in. long. Made of sheet and plastic, enamel finish.

48 T 23847—Ship. wt 5 lbs 4 oz. set **8.98**

Set **6.99**

Structo Bridge Construction and Pipe-Layer set

24-pc set lets you build a bridge or sewer system. You get pipe layer, trailers, sewer pipes and metal bridge. Pipe layer has modern "twin bubble" cab, boom with working claw rotates 360°. Trailers have swivel chassis—works like real tandem trailers. Plastic pipes, one large, 3 small and 3 couplers. Three-piece metal bridge. 10-piece sign set. Heavy gauge steel construction, enamel finish. Overall size 20 in. long.

48 T 23470—Ship. wt. 3 lbs. . .set **6.99**

Set **5.99**

Deluxe Horse Van set

Everything you need to transport 4 horses and 2 colts. Big trailer on tandem wheels has skylight, stall stone and side window. Horses move in and out on 3 ramps. Tubular cab has windshield, steering wheel, seat. Heavy gauge steel, enamel finish. 2½ in. long. With 5 section corral.

48 T 23491—Ship. wt 5 lbs 8 oz. . . set **5.99**

All steel construction toys . . . take on the biggest job with easel!

1 **Nylint Michigan Shovel.** This 30-in. sturdy giant works just like real. Bucket picks up load, swings to unloading area, tips automatically when raised to top of boom. Enclosed crane cab swivels in full circle. 6 steel-treaded, semi-pneumatic tires. Heavy gauge steel; smooth rolled edges. Baked enamel finish.
48 T 23402—Abt 30x17¼x10⅝ in. Ship. wt 8 lbs. **8.99**

2 **Nylint Big Haul Dump Truck.** Big and strong enough for a child to ride. Corners of big load bin have smooth balanced action for raising and dumping with ease. Rugged oversized tires. Heavy gauge steel. Accurately detailed enclosed cab. Enamel finish.
48 T 23405—Abt 17x6¼x8 in. Ship. wt 6 lbs. 4 oz. **5.49**

3 **Tonka Loader.** The 8-in. wide bucket scoops up dirt in chunks. Big operating lever lifts a boy's hand. Bucket scoops, raises and dumps. Enclosed cab swivels with oversized front wheels. Heavy gauge steel; smooth rolled edges. Baked enamel finish.
48 T 23463—Abt 20x9x8 in. Ship. wt 8 lbs. 4 oz. **8.99**

4 **Nylint Elevated Scrapper.** Twice as much fun because it does twice as much. Crank powered rubber conveyor belt loads sand and gravel into hopper as the scrapper moves. Retract the loader and the bottom gate opens to spread the load. Heavy gauge steel; smooth rolled edges. Baked enamel finish.
48 T 23405 M—Abt 24¼x6⅝x8 in. Ship. wt 7 lbs. **8.99**

5 **Tonka Trencher.** Digs roads, hauls, dumps and levels—release lever dumps loader—handle operates backhoe which swings either way for unloading. Deep groove treads. Sturdy steel construction. Non-toxic enamel finish.
48 T 23446—Abt 18½x10x6⅞ in. Ship. wt 3 lbs. 8 oz. **4.99**

6 **Nylint Grader.** Blade raises, lowers, tilts, swings either way to five positive positions. Tandem-pivoted rear wheels follow contours . . . never leave the ground regardless of dips or bumps. Oversized tires, rugged steel construction. Enamel finish.
48 T 23408—Abt 16x5⅝x7⅛ in. Ship. wt 3 lbs. 8 oz. **4.66**

Cyclone Track

18.88

JOHNNY LIGHTNING

2 13.99

Indy 500 Raceway

1 Here's the incredible torture track. An unbelievable test of nerves and skill. You're facing curves, loops, blazing straightaway! A never before possible climb, straight up at sheer vertical 90° cliff face! But you can do it! Cars reach speeds greater than 1200 scale m.p.h. There's spine-tingling action every second: go up, over, around and across. Banked 180° turn. No battery needed. Add additional cars for more action, see below.

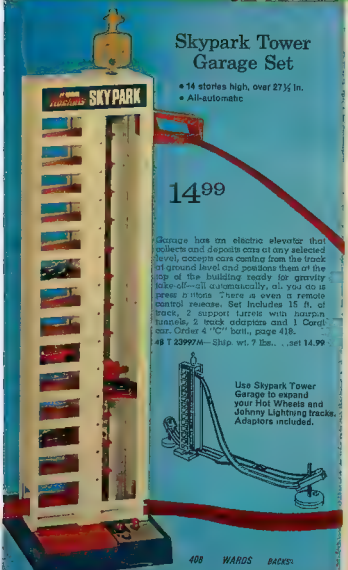
48 T 23926 A—Ship. wt. 14 lbs. 8 oz. ..... set 18.88

2 At Unser, world's fastest race driver, won the Indy with his Johnny Lightning — 500 SPL. Now, you, too, can race and win on the very same raceway at even greater speeds—up to 1200 scale miles an hour. Offers all the excitement and action of the real Indy 500. No batteries needed—just muscle power and skill. For realism, get the car that won the Indy 500, order 48 T 23935 below.

48 T 23926 A—Ship. wt. 9 lbs. 8 oz. ..... set 13.99

Indy 500 Winner Al Unser says: "Johnny Lightning cars are the fastest in the world . . . just like my Johnny Lightning No. 9!"

For more Johnny Lightning and Hot Wheels cars see page 410-411.



Skypark Tower Garage Set

- 14 stories high, over 27½ in.
- All-automatic

14.99

Garage has an electric elevator that collects and deposits cars at any selected level, accepts cars coming from the track at ground level and positions them at the top of the building ready for gravity take-off—all automatically, all you do is press buttons. There is even a remote control reverse. Set includes 15 ft. of track, 2 support turrets with hairpin tunnels, 2 track adaptors and 1 Corgi car. Order 4 "C" batt., page 418.

48 T 23997M—Ship. wt. 7 lbs. . . set 14.99

Use Skypark Tower Garage to expand your Hot Wheels and Johnny Lightning tracks. Adaptors included.

1971 Johnny Lightning Cars

Set of 5 4.44

All brand new models for '71 with custom styling, detailed interiors, mag wheels, racing slicks, friction free bearings and automotive finish in high style colors. Set of 5. Ship. wt. for set 1 lb. set 4.44

(3) 48 T 23935—Al Unser Indy, Sling Shot, Whistler, Vulture, Wasp.
(4) 48 T 23932—Triple Threat, Bug Bomb, TNT, Movin' Van, Stiletto.
(5) 48 T 23933—Smuggler, Sand Stormer, Maverick, Ferrari, Jumping Jeq.
(6) 48 T 23934—Spoiler, Flame Out, Nuclear, Lemon' Lime, Vicious Vette.
(7) 48 T 23936 Condor, A J Foyt Indy, Double Trouble, Turbine, Baja

Hot Wheels Action City 9.97

A whole colorful city built for hours of fun with any miniature cars. Can be used to expand either Hot Wheels or Johnny Lightning tracks. Six drive-thru sqh buildings, molded raceway and storage for 8 cars. Tracks can be attached at different points. Sturdy vinyl. Size open 33¾x19½x4½ in.

48 T 23637 (Cars not included.) Ship. wt 3 lbs. 13 oz. . 9.97

13-pc. Structo construction set

8.99

Bucket conveyor feeds hopper; hopper loads dump truck; truck transports load; signs mark construction site

Everything really works! 13¼ in. long steerable dump truck hauls and deposits load. Manual dump action, tailgate opens, dual rear wheels, white lettered tires. Turbine style cab. Rugged steel construction. Endless bucket conveyor adjusts to 7 positions, up to 15 in. high. Large 13 in. high x 9½ in. wide sand hopper automatically releases sand when load lever is tripped by truck. 10-pc. road signs and markers included. Hopper and bucket conveyor are made of high impact plastic.

48 T 23416—Ship. wt. 8 lbs. 12 oz. . . . set 8.99

Dump truck only 3.99

48 T 23428— Steerable. Gunmetal and orange color. Ship. wt. 3 lbs. 8 oz. 3.99

Pick a giant auto transport for a big package of fun

23-in. long auto transport

can carry up to 18 cars—3¼ in. long

Friction cab with trailer are of sturdy metal construction with 22 rubber tires. Authentic details on cab's interior and exterior includes wrap-around windshield, steering wheel, seat, upright exhaust pipes. Metal ramp slides out for easy loading on lower or upper deck. Cars load side by side. Eight 3¼-in. plastic cars included. Abt. 23x3½x4 in. high. Bright enamel finish.

48 T 23295—Ship. wt. 3 lbs 4.95

35 in. long with ramp

27-in. car carrier 8.98

Over 2 ft. long! Our largest auto transport can carry up to 16 cars. Car and trailer are made of sturdy metal construction for longer play value. 12 wide-tread tires can carry any load. Detachable cab. Plastic ramp slides out to load cars on lower or upper deck. Authentically detailed cab has steering wheel, seat, wrap-around windshield and upright exhaust pipes. 8 plastic 3-in. cars are included. Abt. 27x6¼x5¼ in. high. Enamel finish.

48 T 23484 M—Ship. wt. 5 lbs. 12 oz. . . . 8.98

Wards presents the Structo Steerables for 1971

Steerable car carrier. Cab wheels turn just like a real truck. Rugged steel body, frame and loading ramp. Ten wide tread tires on mag-type wheels. Silent, patented axle bearing; bright, plated bumper grille on cab. Authentic cab details. Plus 5 plastic cars. Abt. 22½x5⅝x3½ in. high. Enamel finish.

48 T 23433 M—Ship. wt. 5 lbs. 6.99

Steerable Stubby Wrecker. This realistic looking wrecker features a steerable cab, operating winch crank, husky boom, simulated dome light, six wide tread white-lettered tires on mag-type wheels. Cab has detailed interior and racing stripes on roof. Abt. 11x5⅛x7 in. high. Enamel finish.

48 T 23417—Ship. wt. 4 lbs. 8 oz. 5.99

NEW! HO layout with 4-unit train 36.99

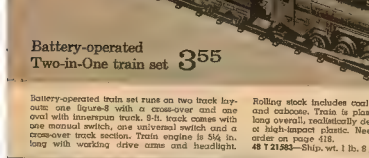
Speed through the beautifully hand painted landscape and past the mountains. See the telephone poles click by . . . stop at the town of Smallville, pick up the freight and start the powerful locomotive up the scenic route again. 48x68 in. scenic layout is made of lightweight LIFOAM®, easy to assemble. Four-unit Santa Fe diesel train includes locomotive with headlight, refrigerator car, gondola and caboose. Train couples or uncouples, goes fast or slow, forward or reverse. Train is 24 in. long. Set also includes over 20 ft. of track on "soundproofed" roadbed; UL listed power pack; throttle control. Smallville contains trees and bushes, three buildings, telephone poles, hand painted signs and markers.

48 T 21625 A—Ship. wt. 17 lbs. . . . . outfit 36.99
48 T 21624 M—4-unit train set with almost 10 ft. of track, power pack, throttle only. Wt. 6 lbs. 5 oz. 14.99

Battery-operated Two-in-One train set 3.55

Battery-operated train set runs on two track layouts: one figure-8 with a cross-over and one oval with insertmun track. 9-ft. track comes with one manual switch, one universal switch and a cross-over track section. Train engine is 5¼ in. long with working drive arms and headlight. Rolling stock includes coal tender, gondola car and caboose. Train is plastic and metal, 16 in. long overall, realistically detailed. Track is made of high-impact plastic. Needs 2 "C" batteries, order on page 418.

48 T 21583—Ship. wt. 1 lb. 8 oz.. . . . . set 3.55



Space Express Bullet Train 7.49

The latest concept in mass transportation—an ultra modern designed bullet train that speeds through clear plastic tube or in special slot on top of the tube. Train is about 13 in. long, with green blinking light on one end and red on the other. Automatic switch for running through tube, on/off switch for high speed running on top of tube. Track consists of two half sections of sturdy plastic joined and supported by clips and bridge supports. One section has hinged opening. Basic track layout is an oval, but many configurations can be made with extra track. Train uses 2 "C" batteries, order on page 418.

48 T 21598 M—Ship wt. 7 lbs. 13 oz. . . . . set 7.49
48 T 21593—Train only. Ship. wt. 15 oz. 2.49
48 T 21594—4 curve, 2 straight sections to expand layout. Ship. wt. 2 lbs. 3 oz. . . . . set 2.49

"N" gauge train set

A Here's a complete train set outfit so small you can set it up anywhere! A powerful 8-wheel gear drive locomotive pulls four cars around the 168-in. track layout. Rolling stock includes tank car, box car, gondola, caboose. Set has train, track set, 36x28-in. base, house, watchman's shanty and tower, crossing gate, watchmen, passenger station, car, telephone poles and UL listed 120 volt power pack. Colorful train may vary.

48T21295R—Complete outfit. Wt. 10 lbs. 5 oz. 29.94
48T21299-Train, power pack. Wt. 3 lbs. 12 oz. 13.99
48T21298R 36x28-in. base. Wt. 7 lbs. 4 oz.. . 9.95
48T21297—Track to make layout shown. Wt. 10 oz. 6.00
48 T 21296—Buildings, trees Wt. 11 oz. 6.00
48 T 21293—Set of 4 cars: refrigerator, hopper, cattle car, and 3-dome tank car. Wt. 10 oz.. 4.99

Deluxe double diesel train

B Our best HO gauge train set! Realistically detailed F3 double diesel with working headlight leads the long, 8-unit train. Precisely around almost 11 ft. of standard HO two-rail track. Rolling stock includes auto carrier with 8 cars, hopper car, boxcar, a remote-control log dump car with log receiver, piggyback flatcar with 2 semitruck trailers, truck van and terminal and a caboose. Cars are carefully detailed and have authentic NMRA couplers. Crossing gate lowers and raises automatically. Big 36x45-in. oval layout has 2 layers of tracks including reroller. UL listed, 120 V Tyco power pack has AC and DC terminals and directional control for forward and reverse.

48 T 21605 M—Ship. wt. 9 lbs. 10 oz.. . . . set 30.99

"Over 'n Under" trestle train

C The fully detailed Santa Fe GP-20 diesel with real headlight pulls the five-car train over, under and around almost 21 ft. of track on a trestle layout. Rolling stock includes refrigerator car, tank car, covered operating hopper, skid flat car with culvert pipe load and 8-wheel caboose. All cars have NMRA couplers. Realistic 2-rail track section may be set up as shown or to many designs. Entire track layout includes 58 pieces and covers an area 31½x7 ft. UL listed 120 volt TYCO-pack, directional control for forward, reverse. AC-DC terminals.

48 T 21600 M—Ship. wt. 8 lbs 6 oz. . . . . set 24.99
48 T 21602—**Pair of remote control switches.** Ship. wt. 1 lb. 8 oz. 8.49
48T21603-12-9-in.straight tracks. Wt.11 oz. pkg.3.00
48T21604-12-9-in. curve tracks.Wt. 11 oz. pkg. 3.00

6-unit Marx .027 train

D The big, powerful steam locomotive has a real headlight and a built-in "chug-chug" sound that makes the engine more realistic. The slope-back tender is followed by a dairy car, gondola car, automobile car with 4 autos and a caboose. The dairy car door automatically opens at the platform for the man to deliver the milk. Complete layout measures over 100 in. of track. 50-watt transformer, 120 volts AC. UL listed

48 T 21325 M—Ship. wt. 10 lbs. 3 oz.. . . . set 18.66
48 T 21408—Extra .027 gauge straight track. Pkg of 12. Ship. wt. 1 lb. 13 oz. . . . . pkg. 3.00
48 T 21409—Extra .027 gauge curved track. Pkg. of 12. Ship. wt. 1 lb. 13 oz. . . . . pkg. 3.00

Big .027 train set

E It's more than just a big .027 gauge train set . . . it's a complete railroad system with big features like a detailed, rugged plastic locomotive with headlight, pulls real smoke; two sliding switches and an automatic uncoupling device. Six-unit train over 4 ft. long includes a steam type locomotive, coal tender, tender car with 2 tractors, gondola car, box car and caboose. Complete track layout measures 54x27 in. wide. Added extras include station with figures, dead-end bumpers on sidings, "uncouple here" signs, billboard, smoke liquid, and news stand. Set includes over 170 in. of track, 2 manual switches, connecting wires, 2 uncoupling units and powerful 50-watt, 120 volts UL listed transformer with circuit breaker. To expand track layout, order extra .027 gauge tracks above.

48 T 21336 M—Ship. wt. 15 lbs.. . . . . set 29.99

It's the largest scale model railroad on wheels

BATTERY POWER!

mighty casey RIDE'EM RAILROAD

26-in. Engine and 8-ft. oval track

39.85

Engine, gondola car, box car and 8-ft. oval track

49.87

Blow that whistle! Clear that track!

Mighty Casey Ride 'Em Railroad is the realization of every young boy's dream. A diesel train set of his own . . . and he can ride it himself, too! Your young engineer will spend many happy hours riding this diesel engine around an oval track abt. 8x11 ft., layout (A). He'll enjoy sounding the loud, realistic diesel horn as he chugs along. Engine has removable handle and seat for the junior railroader. Safety stop control feature gives the engine positive stopping action. Engine is propelled forward and backward by a six-volt rechargeable battery with UL listed recharger (included). Recharges battery overnight. Train and track are made of high-impact plastic. Order extra track sets below to expand the 8-ft. oval track.

48 T 13466 R—Engine, gondola car, box car, 8-ft. oval track set, battery and UL listed recharger. Ship. wt. 31 lbs. . . . set **49.87**

48 T 13467 R—Engine, 8-ft. oval track set, battery and UL listed recharger. Order extra track sets below to expand the 8 ft. oval track. Ship. wt. 26 lbs. . . . set **39.85**

48 T 13468 A—7-pc. track set: 4 curves, 2 straight and 1 crossover to form layout abt. 14 ft. x 8 ft. 3 in. Track layout (B). Ship. wt. 9 lbs. 14 oz. . . . set **7.99**

48 T 13469 A—16-pc. track set: 8 curved, 6 straight and 2 crossover to form layout abt. 17 ft. 2 in. x 11 ft. 7 in. Track layout (C). Ship. wt. 18 lbs. . . . set **14.99**

Train 46 in. long

A B C

Order toys from this book until August 31, 1971

SAVE THIS CATALOG

A
"N" GAUGE
Complete outfit
29.94
B
Almost 11 ft. of track!
Complete set
30.99
TYCO.
HO GAUGE
Realistic 24 ft. of trestle track layout
24.99
Complete set
C
Santa Fe
027 GAUGE
"N" GAUGE
HO GAUGE
MARX
.027 GAUGE
Complete set
18.66
Has automatic couple and chugging sound
D
MARX
Complete set
29.99
E
BACKS 457

COLLEGIATE DELUXE

student typewriter with carrying case

28.88
Complete with case

The Collegiate Deluxe is loaded with features you would expect only in an adult typewriter!

Designed—and priced—especially for the student, the Collegiate Deluxe typewriter has a full standard 4 row keyboard identical to most adult-size machines. 84-character keyboard types CAPS, lower case, numerals, fractions, symbols, punctuation marks with set steel characters—all your typing is sharp and easy to read. Automatic ribbon reverse means longer wear. Paper release lets you line up paper perfectly—great for figure work, charts, etc. Carriage return bar can be set to advance paper 1, 2 or 3 lines. Feather-light touch. Uses standard-size paper. Rugged plastic and steel body. Matching molded case.
48 T 15774 M—About 14x12x6 inches. Ship wt. 13 lbs. 8 oz. **28.88**

10.99

Standard Junior

Signature Standard Junior—the perfect "first" typewriter. Letter keys are in standard keyboard order. Educational and fun to use. Types capital letters, numerals and punctuation marks. 28 keys type 57 characters. Has two shift keys and shift bar. Paper bail keeps paper in place. Ribbon reverse lever at side for longer ribbon wear. Durable steel construction with tough molded plastic housing stands up under roughest use. About 10x10½x4 inches high. Ship. wt. 8 lbs. 6 oz.
48 T 15759 M—*Mailable* **10.99**

13.99

Junior Deluxe

Signature Junior deluxe typewriter has 28 keys arranged in standard keyboard form. Types 56 different characters including capital letters, numerals and punctuation marks. Types up to 5 easy-to-read carbons. Has 2 shift keys, carriage return lever, paper bail and ribbon reverse lever (no more inked, messy fingers). Holds paper up to 8½ inches wide. Easy-touch keys. Sturdy steel construction built into tough molded plastic housing. Matching salt vinyl carrying case (about 11½x11½x5 inches). Ship. wt 10 lbs. 13 oz.
48 T 15773 M—*Mailable* **13.99**

Signature Junior Supreme

with locking carrying case and personalized key holder

18.99

Adult-styled typewriter made especially for youngsters! Three-row keyboard is arranged in standard form. Types capitals and lower case, numerals, fractions, symbols and punctuation marks—90 different characters in all! Has back-space key, spacing bar, two shift keys—even end-of-line bell! Holds standard size paper, clearly types 5 carbon copies. Automatic ribbon reverse for even wear and long life. Paper release and adjuster. Flip-up top for easy, thorough cleaning. Made of high impact plastic with steel mechanical parts. Sturdy carrying case is about 12½x10½x6 in. high.
48 T 15775 M—*Mailable*. Ship. wt. 9 lbs. 8 oz. **18.99**

Mickey Mouse, yes—Shirley Temple, no

miere of a new "Disney on Parade" show, set to open in Chicago on the day after Christmas. The first year's production, which opened on Christmas Day, 1969, has already been seen by two million people in cities around the country.

The new show, following the pattern of the first one, will feature live adaptations of favorite Disney characters, and both shows will tour throughout '71.

At the American Broadcasting Corporation's merchandising division, a major campaign is underway to promote a new show, premiering next season on ABC-TV. The show will be called "Curiosity Shop" and will be aired during prime-time on Saturday morning.

Lou Weinberg of ABC's Merchandising division says "we are in conversation with numerous manufacturers at the moment. We are looking for quality items—the kind of merchandise which appeals presently to parents, educators, and government agencies dealing with consumer affairs."

"Curiousity Shop" will be primarily an entertainment vehicle in the process of which ABC-TV will strive to make the show "serve as a stimulus for educating the child viewer" says Weinberg.

The show's format, designed by ABC's Chuck Jones, will combine animated cartoon figures, live-action and music, keyed to the six to 11 year olds.

Such noted cartoonists as Hank Ketcham, creator of "Dennis the Menace"; Virgil Partch, creator of "Big George"; Mell Lazarus, creator of "Miss Peach"; John Hart, creator of "B.C."; Irv Phillips, creator of "The Strange World of Mr. Mum"; and Stan and Jan Berenstein, creators of "It's All in the Family" will have their work included in the series.

"Pink Panther is United Artists' currently hottest property. It was introduced in 1964," says UA's Jack Benjamin.

"We had real misgivings about this character when we first introduced it. We conceived it to be an adult-oriented character, but the kids came to love him."

Benjamin indicates that the tremendous popularity of the Pink Panther eventually led to NBC-TV grabbing the toy rating from CBS-TV in the 9:30 Saturday morning slot.

Even more exciting things are in store for Pink Panther people in 1971, says Benjamin.

"There will be a whole merchandising program built around the Pink Panther motif, aimed directly at the youth market. They will include edible products, incentive sales items, self-liquidators, and in-pack gifts.

Although only started on April thirteenth of this year, Hanna-Barbera's licensing division has developed a whole kingdom of characters as well as a basic philosophical premise on which to promote its kingdom.

Comments Clark, "We believe that character merchandise is not only a way to produce revenue by selling goods but it is also a very definite way of continuing the life of the character beyond the span of the television program."

Hanna-Barbera wants its licensing customers to be "total licensees so that they can capitalize on all the characters in the house." "This way," says Clark, "the customer shares in the past, present, and future successes of the company."

Clark also sees his company embarked upon more sophisticated techniques of offering real service to their toy-making customers.

"We are doing a more professional job in the area of buyer education. We have a regular program throughout the year informing the buyer of the newest in licensed products. We also see greater involvement in various trade publications advertising as another step in the direction of becoming a strong force in the toy market."

NEXT MONTH: The second part of this series will continue a look into the many-faceted and growing business of character licensing.

TOP: Pink Panther limousine tours auto shows promoting line. **BOTTOM:** Drawings show characters from ABC's "Curiosity Shop," new '71 show.

At 42, Mickey Mouse is still going strong in the licensing field.

Part One—

Character licensing:

Mickey Mouse is alive and well and living in millions of homes around the globe.

In last month's Thanksgiving Day parade through the retailing heart of New York City, Mickey was a star among stars—as he has been for many Thanksgivings past. When he celebrated his fortieth birthday in 1968, 75 Disney-licensed manufacturers joined in to pay honor to the little mouse. He has never lost his drawing power with the small fry—if anything, he has only made it more potent. Almost three generations of kids have grown up laughing at his engaging mannerisms.

"A career few humans have matched," reminisced Disney Productions on the occasion of his birthday celebration. Another spokesman for the character licensing industry succinctly says it, "Ask any child who Shirley Temple is."

The licensing business has come of age in the forty-two years since Mickey Mouse was born. And its biggest stars such as Mickey Mouse —still remain the cartoon characters.

Hanna-Barbera's Bob Clark says: "There are very few personality licensed characters who have been able to hold on for as long as the cartoon creatures."

When the roll is called, it becomes clear that none really have. Sure, Shirley Temple dolls made it very big for many years. Sure, there was Gene Autry, the Lone Ranger, Roy Rogers, Babe Ruth and--more recently--Mickey Mantie.

But the hard facts are that the cartoon characters have had a much longer shelf life--and that's where it's at for the licensee.

One cartoon character—who became a larger, real-life television personality—also became an even bigger merchandise bomb—Batman.

And it was Batman, and his disastrous showing on the merchandise counters of toy stores across the nation, who cooled manufacturers for some time in attempting to go the licensing route.

But Clark argues that Batman was not the bust that many said it was. "Lots of people made money on Batman."

The Hanna-Barbera executive says that character licensing often comes down to timing. "It is a matter of when you get in and when you get out." This sense of timing is crucial to many areas of license merchandising.

Jack Benjamin of United Artists licensing division also sees another reason for the Batman tragedy: "There was too much cross-licensing of this merchandise."

Nevertheless, Clark and others in licensing agree that Batman, more than any other character in recent seasons, rendered the character business lifeless during the 1970 season.

Another dud has been Dr. Doolittle, according to one spokesman, who points to another problem that can arise in this field. Rex Harrison, who owned part of the rights to the property, made "all kinds of stipulations and demands" which both the licensing agent and the manufacturers found insurmountable.

Batman and Doolittle now forgotten, the major factors in the character licensing business and their manufacturing clients move into 1971 with renewed optimism in the mass-market appeal of their products.

To prove the point, Disney Productions announced the world pre-

FUN TIME FOR BOYS AND GIRLS

Toy Fair Success...

Crazy Pop IT™: who pops the most Crazy Poppers? Push in the dial—twist it around. Put in the poppers, watch 'em fly! Count poppers to make moves on colorful plastic foldaway game board. Boards are included with all "IT" Games. Easy to lay out—easy to store.

Fish & Catch IT™: who catches the most fish fastest? A new dimension to a favorite kids' game: they fish for tails, heads or fish bodies. Winner has the most whole fish. A timer adds excitement and fun. Fish & Catch IT—designed for pre-schoolers, like all "IT" Games.

Wobble & Gobble IT™: who's the best wobbly ball gobbler? Double fun and action with this "IT" Game: kids take crazy positions as they roll a wobble ball into the "Gobbler's" mouth; jaws close and bell rings. TV-advertised along with all other new "IT" Games!

Flip & Fly IT™: who flips and flies the best score? Kids flip for the board or flip for the bowl to build their score. Colorful packaging (all same size and shape) with maximum product exposure will help sell "IT" Games. And all are under $3.00 retail!

The Play-Doh People are growing
(Now we're in the game business)

T.M.

(l-r) talking Chatty Cathy and Barbie.

Accessorizing is key to success.

MATTEL

Company's first toy line was doll furniture

year's program, studies of which revealed that thousands of youngsters sent in coupons from the booklet, along with $1, to join the Hot Wheels and Barbie fan clubs.

Such innovations — ventures in areas of entertainment other than the toy field, a greater and greater commitment to advertising in print as well as on the television screen — seem hardly startling by now coming from the creator of Barbie, Chatty Cathy, and the ever-proliferating World of Hot Wheels.

Mattel has long been known as a house keen on a research-and-development program which keeps its line as fashion-fresh as a Paris couturier's and dedicated to consumer advertising, particularly TV.

But consumer television was still in the wings when Ruth and Elliot Handler, president and chairman of the board, started making doll furniture in a Los Angeles garage in 1945. Then, it was known as "Mattel Creations" and, after the first year or so, the company went on to develop a line of musical toys—a guitar and a piano—a birdy bank, and make-believe makeup.

Elliot did the designing, while Ruth handled the front office—sales, purchasing, bookkeeping, and the typing of invoices. Eight employees were on hand for the company's first birthday.

Mattel Creations had been started by the Handlers and their old friend and partner, Harold Mattson (hence "Matt" for Mattson, "El" for Elliot), who sold out shortly afterwards because of bad health. Originally created to make picture frames, the young company went into doll house furniture when Elliot decided to put the leftover pieces of plastic and wooden scraps to useful purpose. First year's sales were $100,000—with a $30,000 net.

Next year, owing to competition from an injection-molded line of doll furniture with perfect detail and a lower price, Mattel just managed to break even.

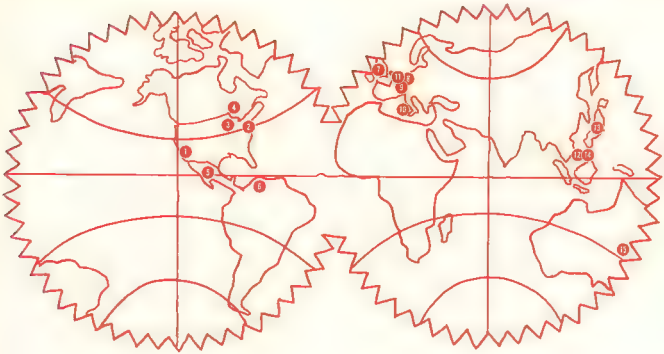
Musical toys became dominant in the line and remained so for many years to come. By 1954, the company realized that, in order to continue growth, it was time to introduce new types of products. The Burp Gun and the first automatic cap gun were unveiled with great success at the 1955 Toy Fair.

The year also witnessed another important step in the progress of Mattel. Approached by the ABC television network, the toymaker was offered to sponsor a 15-minute segment of the then-new Walt Disney show called the Mickey Mouse Club. They were to sign for 52 weeks and the cost was $500,000—just about what the net worth of the company was at the time.

Mattel, taking to the idea of being able to talk about and demonstrate their toys to children throughout the country, decided to accept what was then a huge gamble.

Meanwhile, Burp Guns were not doing well at point of sale, inventory began to back up, and cancellations started to flood the main office. Mattel officials were convinced that the product was good,

continued



The world-wide facilities of Mattel cover over five million square feet of office, research, manufacturing, and warehouse space across the country from border to border and across the globe as well. At peak, the company employs throughout the world—including all of its subsidiaries—20,000 people. Following is a breakdown of these facilities. Numbers, where used, simply indicate general locations in the states and countries

IN THE U.S.

1.) Headquarters—Hawthorne, California; City of Industry, California—also Compton, Anaheim, Gardena, and Radnitz;

2.) Standard Plastic games division, Plainfield, New Jersey;

3.) Monogram models, Morton Grove, Illinois,

Metaframe, Maywood, New Jersey—Mountain View, California;

Turco, DuQuoin, Illinois; and Audio-Magnetics, Gardena, California—Middletown, New Jersey.

IN CANADA

4.) Mattel Canada, Toronto; and Audio-Magnetics, Toronto.

IN CENTRAL AND SOUTH AMERICA

5.) Mexicali, Mexico; and Audio-Magnetics, Tiajuana, Mexico;

6.) Sales office, Caracas, Venezuela.

IN WESTERN EUROPE

7.) Wellingborough, England,

8.) West Babenhausen, Germany;

9.) Sales office, Zurich, Switzerland;

10.) Milan and Oleggio, Castello, Italy;

11.) and Brussels, Belgium.

IN THE ORIENT

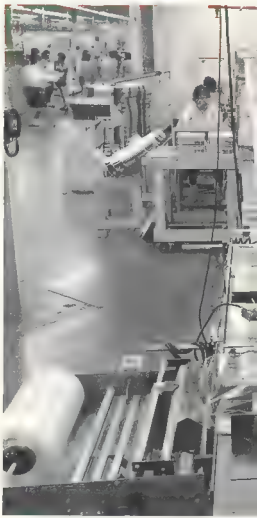
12.) Hong Kong (expanded facilities to be opened January, 1971):

13.) Sales office, Tokyo, Japan; and

14.) Taipei, Taiwan.

IN AUSTRALIA

15.) Melbourne (sales office).



See 'N Say talking toys run off

Two landmarks in dolldom:

World of Hot Wheels—here, this season's Sizzler line—may someday surpass Barbie and her world as Mattel's top dollar maker.

Just like being there..
when you see your favorite scenes on a

VIEW-MASTER 3-dimensional viewer

Self-lighted Stereo Viewer . . shows every scene bright and clear

Viewer 1 reel **$3.28** without batteries | Viewer 4 reels **$4.77** without batteries | Viewer 7 reels **$5.39** without batteries

3-D Viewer. Lights up anywhere, gives lifelike depth to each scene. Touch bar for picture, flip lever to change scene. High impact plastic. Uses 2 "C" batteries; order below.

Viewer with 1 reel. 7 scenes.
3 N 9756—Shipping weight 13 ounces. $3.28

Viewer with 4 reels. 3 reels Peanuts® gang plus 1 extra reel. 28 scenes.
3 N 8710—Shipping weight 1 pound 4 ounces. $4.77

Viewer with 7 reels. 6 reels Disney characters plus 1 extra reel. 49 scenes.
3 N 9760 Shipping weight 1 pound $5.39
34 N 4665—"C" Battery 2 needed. Shipping weight each 2 ounces . . . . . Each 19c

Low-cost unlighted Stereo Viewer

Viewer 1 reel **$1.46** | Viewer 4 reels **$2.88** | Viewer 7 reels **$3.56**

Low-cost View-Master fun. Easy to operate. View by holding up to the light. Lever changes scenes. Plastic.

Viewer with 1 reel. 7 scenes.
3 N 9765—Shipping weight 8 ounces. $1.46

Viewer with 4 reels. 3 reels Peanuts, 1 extra reel. 28 scenes.
3 N 9708—Shipping weight 12 ounces. $2.88

Viewer with 7 reels. 49 brilliantly colored scenes. 6 reels America's Scenic Wonders and one special subject reel.
3 N 9758—Shipping weight 12 ounces. $3.56

Their "Very Own Show" anytime with a VIEW-MASTER Projector Set

Project your favorite View Master slides right on the wall
easy to operate
Fun for everyone

Walt Disney Theater **$10.97** Projector outfit

Set includes 2-dimensional 30-watt projector with f:3 lens, unlighted stereo viewer, case and 10 3-D reels (70 scenes). See Mickey Mouse, Donald Duck, 20,000 Leagues Under the Sea.
3 N 97506—Shpg. wt. 4 lbs. 15 oz. Outfit $10.97

Projector only.
3 N 9785—Shpg. wt. 2 lbs. 11 oz. $8.47

Extra Lamp for Projector. Code BVR
3 N 8582—Shipping wt. 4 oz. 1.39

Deluxe View-Master Theater **$18.47** Projector outfit without batteries

Powerful 2-dimensional 100-watt projector with f:2.8 lens gives you big screen viewing. 10 reels included, 70 scenes. Plastic. Lighted stereo viewer, case. 2 "C" batteries not included. Order from above, left.
3 N 97505 Wt 4 lbs. 15 oz. . Outfit $18.47

Projector Only.
3 N 9783—Shipping wt. 3 lbs. $14.97

Extra 100-watt Lamp. Code CDK/CEA.
3 N 8683—Shipping wt. 6 oz. $2.69

View-Master Projectors operate on 110–120-v., 60-c. AC
Disney characters ©Walt Disney Productions
Peanuts characters ©1966 United Features Syndicate.

Dr. Seuss colors and characters

Yertle Yellow

Grinch Green

make bed-and-bath time almost fun

. . of such unusual interest, this Wall Panel was selected as a feature of our special opening section . . page 13

(E and F) **PERMA-PREST® Sheets and Pillowcases.** Muslin in a soft, smooth blend of polyester and cotton. Machine wash, tumble dry, medium; no ironing needed.

E Sheets. Print stripes in merry Multi-Mix-Upps (multicolor). Elasto-Fit® bottom sheets are elasticized at all corners and across both ends for snug fit. Sizes stated are before hemming

Cot fitted bottom. Fits mattress about 30x75 inches.
97 N 6710—Shpg. wt. 11 oz. **$3.79**

Twin fitted bottom.
97 N 6711—Wt. 1 lb. 1 oz. **$3.79**

Cot/twin flat. 63x104 inches.
97 N 6712—Wt. 1 lb. 4 oz. **$3.79**

F Pillowcases. Print design of The Cat in the Hat on one side; Lazy Lion on the other side. 42x36 inches.
97N6713–Shpg. wt. 5 oz. Ea. **$1.89**

For Dr. Seuss Beds (each with footboard), see page 270.

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SSP '70

Get on the Spiro Sales Spiral

Spirograph
Creative, challenging, educational fun. Anyone can do it. A simple and fascinating way to draw a million designs. Perfect mesh of rings produces beautiful patterns every time.

New! For '70. Motorized Spirograph
Amazing! Draws intricate and beautiful Spirograph designs automatically! Child creates designs by changing gears. No limit to the number of patterns. Operates on one "C" battery (not included.) Includes 4 colored felt tip pens and paper.

Spirotot
So simple even 3 year olds can create hundreds of delightful patterns. Circles, squares, faces, animals and many more.

Super Spirograph
Everything Spirograph does plus! Beautiful and challenging designs can be made in the shape of large squares, triangles, ovals, clovers, and many symmetrical forms. No limit to the sizes and shapes of designs.

New! For 70. Spiro-Foil — Emboss hundreds of different designs on aluminum foil with Spirograph and Spirotot rings and wheels. Then paint the spaces between the lines. Makes beautiful coasters, ash trays, medallions, decorations. Anyone can do it. (Can also be drawn on paper.) Contains frame, rings, wheels and bar, pen, paints, aluminum sheets, paper and instruction book.

Kenner's®

SSP '70

Super TV

SSP '70

ALL 3 NETWORKS

• 30 Shows • Kids TV — Saturday Morning — Sunday Morning
• Adult and Family TV — Weekday — Week Nights • Schedule Runs — July — Christmas

All shows marked in red will feature Kenner toys.

Time	abc SATURDAY	CBS SATURDAY	NBC SATURDAY
8:00	Reluctant Dragon	Bugs Bunny	Heckle & Jeckle
8:30	Motor Mouse	Road Runner	Woody Woodpecker
9:00	Lancelot Link	Sabrina The Witch	Tom Foolery
9:30	Lancelot Link	Sabrina The Witch	Bugaloo
10:00	Jerry Lewis	Josie	Dr. Doolittle
10:30	Scooper	Harlem	Pink Panther
11:00	Hot Wheels	Archie	H R Pufnstuff
11:30	Sky Hawks	Archie	Grump
12:00	Hardy Boys	Scooby Doo	Hot Dog
12:30		Monkees	Jambo
1:00		Dastardly	
1:30		Jetsons	

Time	abc SUNDAY	CBS SUNDAY	NBC SUNDAY
9:00		Tom & Jerry	
9:30	Sneakey	Paradise	
10:00	Cattanooga Cats		
10:30	Bullwinkle		
11:00	Quest		
11:30	Discovery		
	WEEKDAYS	**WEEKDAYS**	**WEEKDAYS**
		Captain Kangaroo	Today
		Lucy	NBC Evening News
		Beverly Hillbillies	Report
		Family Affair	Tonight Show

Holiday Network Specials

All new 60 and 90 minute Animated Classics in peak viewing times

HALLOWEEN SPECIAL — CBS Television Network
Headless Horseman — Rip Van Winkle — Sunday, November 1 — Early Evening

THANKSGIVING SPECIAL — CBS
Connecticut Yankee — Thanksgiving Day, after the Parades

CHRISTMAS SPECIAL — CBS
Charles Dickens' A Christmas Carol — Sunday, December 13 — Early Evening

Local Holiday Specials

Kenner commercials run in local cartoon and movie specials which will reach peak kid audiences on Thanksgiving Day and Thanksgiving Friday.

52 Weeks-A-Year TV

Featuring SSP, Easy Bake Oven Line & Spirograph Line

Local saturation campaigns in over 75 markets - starts Aug.

Super Print

SSP '70

50 MILLION COMIC BOOKS

9 full color covers and pages — Archie Comics, Gold Key Comics, and National Comics. Total circulation nearly 50 Million copies. Publishers estimate an average of 5 to 6 readers per copy.

SSP '70

Kenner's got Super Sales Power

Kenner's got Super Sales Power

SSP '70

SSP '70

Super Product. Market Tested. Market Proved. Established best sellers: the Spirograph line with two hot New '70 additions; the Easy-Bake Oven Line — with New '70 Models; Big Cat and its companion Big Riders, GT Racer and Dune Buggy; and many more best-selling favorites. Brand New '70 Lines like SSP, the world's fastest big car racers, and more. **Super Promotion.** Turn the page.

SSP '70

SSP '70

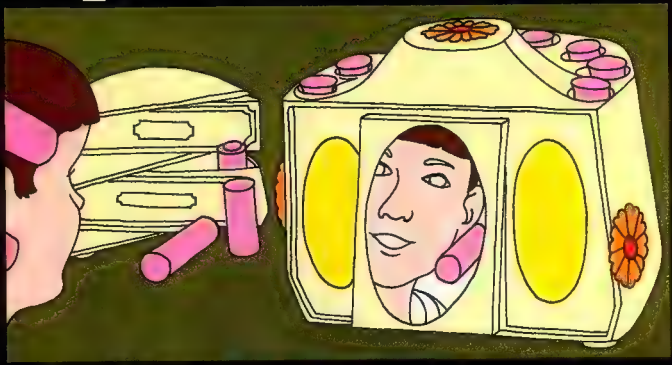
SSP '70

sensational!

EASY CURL

Quick Hair-Setting Kit. Little girls set their own hair — just like Mom, in 10-15 minutes. Rollers warmed by one light bulb. A big winner in '68 & '69 — even bigger this year!

super-sensational!!



New EASY CURL with LIGHT-UP MIRROR VANITY

Combines the two hottest sales ideas in the cosmetics industry: A Quick Hair-Setting Kit and a glamorous illuminated make-up mirror. One light bulb provides light and heat. Two drawer table top vanity holds rollers, clips and accessories: snaps to mirror unit for easy portability. Every little girl will want one.

SSP '70

SSP '70

SSP '70

SSP '70

Kenner Products Co., 912 Sycamore Street, Cincinnati, Ohio 45202

HERE'S THE NE
HAN

No. 100
Tonka-Tote

Tonka-Tote Toys come streak ng off this hand-held spring-powered launcher fast enough to **satisfy *any*** boy's craving for high-speed racing excitement! And like all the other Tonka-Tote Toys, it includes the **unique** clip-on feature that lets kids fasten it to their belts and 'tote' it everywhere 1½" high, 5⅛" long 3⅛" wide, packed 24 to a modular display sh pper, wt 8 lbs

W TONKA-TOTE D LAUNCHER...

Plus 4 exciting new speedy Tonka-Tote Toys...and national TV advertising to launch big post-holiday sales for you!

That's right . . . in January, you can take advantage of two proven profit makers: Tonka's third successive Winter Promotion and Tonka-Tote Toys, featuring a new, hand-held launcher and four new cars priced in the dollar range for quick turn-over. We'll be directing our promotion to boys *in every major market in the country!* So get ready for a post-Christmas rush when an exciting full-color commercial starts flashing the news about the new Tonka-Totes to your customers.

No. 165 Tonka-Tote STRIP WHIP
3½" long, ⅞" high, 1⅞" wide, packed 24 to a shipper, wt. 5 lbs

No. 167 Tonka-Tote ANT EATER
New Metalized Finish
2⅝" long, 1¼" high, 1⅜" wide, packed 24 to a shipper, wt. 5 lbs.

2¾" long, 1½" high, 1⅞" wide, packed 24 to a shipper, wt. 5 lbs

No. 169 Tonka-Tote PIE THON
3" long, 1¼" high, 1⅞" wide, packed 24 to a shipper, wt. 5 lbs.

Tonka-Tote No. 4999 HARD HAT
No. 4950 RACING HELMET

PUT THESE SPECIAL DISPLAYS WHERE THE KIDS CAN SEE THEM . . . THEN STAND BACK AND WATCH 'EM HEAD FOR TONKA-TOTES!

No. 210 two-unit modular display packed with 12 each of the No. 110 Hemi-Hauler, No. 112 Thumper Dumper, No. 114 Quicker Mixer and No. 116 Wicked Wrecker. 29" high, 23⅛" long, 16" wide, packed 1 to a shipper, wt. 12 lbs.

No. 212 self-contained two-unit modular display for shelf or counter top — you can stack them vertically or display them side by side; packed with 12 each of the No. 165 Strip Whip, No. 167 Ant Eater, No. 169 Pie Thon and No. 171 Tonka Bronc. 29" high, 23⅛" long, 16" wide, packed 1 to a shipper, wt. 12 lbs.

No. 214 two-unit modular display packed with 12 each of the No. 175 Bug Blaster, 177 Scream'n Demon, 179 Dune Duster and 181 Double Deuce. 29" high, 23⅛" long, 16" wide, packed 1 to a shipper, wt. 12 lbs.

No. 218 display for floor or counter, packed with 12 each of the No. 165 Strip Whip, No. 167 Ant Eater, No. 169 Pie Thon, No. 171 Tonka Bronc, No. 175 Bug Blaster, No. 177 Scream'n Demon, No. 179 Dune Duster and No. 181 Double Deuce. 16⅜/16" high, 20½" long plus stand, 16⅜/16" wide, packed 1 to a shipper, wt. 21 lbs.

For proven profits, sell these other Tonka-Tote Toys too!

No. 112

No. 114

No. 116

No. 175

No. 179

No. 181

No. 110

No. 177

No. 110 Tonka-Tote HEMI-HAULER
No. 112 Tonka-Tote THUMPER DUMPER
No. 114 Tonka-Tote QUICKER MIXER
No. 116 Tonka-Tote WICKED WRECKER
No. 175 Tonka-Tote BUG BLASTER
No. 177 Tonka-Tote SCREAM'N DEMON — New Metalized Finish
No. 179 Tonka-Tote DUNE DUSTER
No. 181 Tonka-Tote DOUBLE DEUCE

Tonka

CONTACT YOUR TONKA REPRESENTATIVE AND ORDER NOW!

Tonka Toys Division of Tonka Corporation/Mound, Minnesota 55364
Printed in U.S.A.

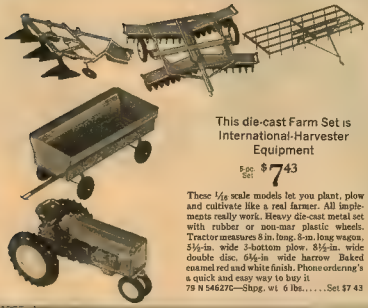
Tonka's done it again!

Heavy-gauge steel Cattle Truck and Horse Trailer

5 animals travel first class in this truck-trailer set. Covered horse trailer with gate that lowers to form ramp. Horse and colt fit easily inside. Ford pickup farm truck has removable stake sides for transporting bull, cow, and calf. Drop-down tailgate helps in loading. Trailer hitch. Non marring tires. Baked enamel finish. Plastic animals. 19½ inches long overall.

49 N 54075—Shipping weight 4 pounds 14 ounces. . . . . Set $6.99

$6.99



This die-cast Farm Set is International-Harvester Equipment

5-pc Set **$7.43**

These 1/48 scale models let you plant, plow and cultivate like a real farmer. All implements really work. Heavy die-cast metal set with rubber or non-mar plastic wheels. Tractor measures 8 in. long, 8-in. long wagon, 5½-in. wide 3-bottom plow, 8½-in. wide double disc, 6¼-in wide harrow. Baked enamel red and white finish. Phone ordering's a quick and easy way to buy it

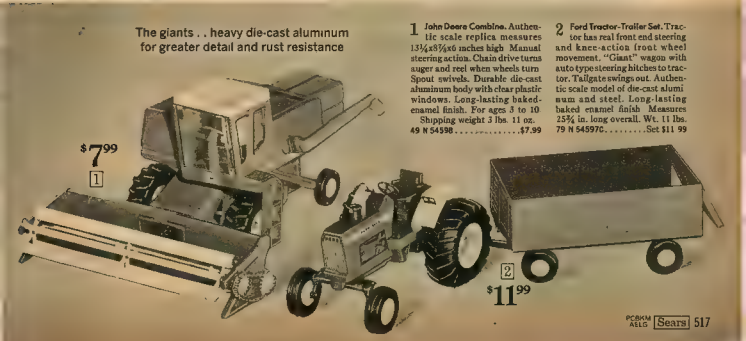
79 N 54627C—Shpg. wt. 6 lbs. . . . . Set $7.43

The Die-cast Steerables . . drive 'em crazy

4-pc Set **$8.99**

Steer 'em with a touch on the cab. Six wheel rocker-action independent suspension goes over bumps like a real truck. 7¾-inch long Cementruck with gear-driven revolving barrel. Rear drum and superstructure lift to dump. 8½-inch Samtruck with lever-operated bucket. 7¾-inch Pickup with lifting rear deck. 7¾-inch Hyside Dump . body lifts to dump. Full molded plastic tires.

49 N 54599—Shpg. wt. 6 lbs. 8 oz. Set $8.99



1 John Deere Combine. Authentic scale replica measures 13¼x8⅜x6 inches high. Manual steering action. Chain drive turns auger and reel when wheels turn. Spout swivels. Durable die-cast aluminum body with clear plastic windows. Long-lasting baked-enamel finish. For ages 3 to 10. Shipping weight 3 lbs. 11 oz.

49 N 54598. . . . . $7.99

2 Ford Tractor-Trailer Set. Tractor has real front end steering and knee-action front wheel movement. "Giant" wagon with auto type steering hitches to tractor. Tailgate swings out. Authentic scale model of die-cast aluminum and steel. Long-lasting baked enamel finish. Measures 23¾ in. long overall. Wt. 11 lbs.

79 N 54397C. . . . . Set $11.99

Battery needs of 38 toy lines

For the fourth successive year the PLAYTHINGS research department has compiled an up-to-date list of the battery needs of selected battery-powered toy products.

The list is intended as an aide in the planning of battery assortment buys and in facilitating the retail sale of the battery toys we have included.

Retailer-readers are invited to remove the listing pages, photocopy them and post the copies at appropriate points on the selling floor, at the checkout near the batteries or at the service counter.

AMSCO INDUSTRIES

Mini Seethru Oven & Range (1800) 2C
Mini Automatic Dishwasher (1801) 2C
Mini Automatic Dishwasher (1802) 2C
Mini Refrigerator-Freezer (1803) 2C
Mini Cabinet and Working Blender (1804) 2C
Mini Automatic Clothes Washer (1805) 2C
Mini Automatic Clothes Dryer (1806) 2C
Regina Jr. Electrik Broom (1888) 3D

ARGO INDUSTRIES

Jr. Chef Cotton Candy Machine (6990) 2D

AURORA PRODUCTS CORP.

Powerslicks Hillclimber Set (2101) 6D
Powerslicks Pretzel Bender Set (2102) 6D
Powerslicks Twin Oval Set (2103) 6D
Powerslicks T-Bone Set (2104) 6D

BANDAI

Pan Am Helicopter (5518) 2C
2 Asst. Jet Planes (5512) 2D
Command Module (5515) 2C
Lunar Cat (5516) 1C
Spouting Dolphin (4264) 2AA
Happy Puppy (4345) 2D
Dachshund (4350) 2D
Octopus (4344) 2AA
Beetle (4356) 2AA
Moo Moo Cow (4362) 2D
Shoveldozer (4367) 2C
Dump Truck (4372) 2D
Bucket Crane (4368) 2C
Vertical Crane (4369) 2C
Remote Control Ford Mustang (4335) 2AA
Remote Control Police Car (4336) 2AA
Remote Control Formula Racer (4252) 2C
Remote Control Ferrari Sports Car (4303) 2C
Remote Control Volkswagen (4375) 2C
Remote Control Snow Mobile (4371) 2C
Remote Control Kingsize Racer (4357) 2D
Remote Control Dune Buggy (4392) 2C
Remote Control Police Auto Cycle (4363) 2C
Grand Prix Racer Set (5514) 2AA
Ford Police Car (4340) 2AA
Snow Cat w/Driver (5517) 2C
Hit & Turn Cars (4402) 2AA
Non-Fall Ford Maverick (4347) 2C
Television Bus (4310) 2C
Non-Fall Old Timer (4800) 2C
Volkswagen Sedan (960) 2D
Non-Fall Pontiac Firebird (4251) 2C
Police Car (4204) 2D
Porsche Carrera Racer (4287) 2C
Kingsize Mustang (4295) 2D
Kingsize Cadillac (4296) 2D
Fire Engine (4373) 2D
Kingsize Volkswagen (4084) 3D

BACHMANN BROTHERS

Twister Command Radar Car (3001) 2C
Twister Planet Driller (3002) 2C
Twister Laser-Ray Car (3003 ..... 2C
Twister Snorkel-Scoop (3004) 2C
Twister-Snorkel-Dump (3005) 2C
Twister Snorkel Claw (3006) 2C
Magic Dial Space-Robot (3501) 2C
Magic Dial Space Pup (3501) 2C
Magic Dial Space U.F.O. (3503) 2C
Insta-Kit Spad 2C
Insta-Kit Fokker 2C

MILTON BRADLEY

Limbo Legs (4981) 2D
Operation (4545) 2D

BRUMBERGER

Sabre Camera & Flash (CF-620) 2AA
Princess Phone (215) 4D
Princess Push-Button Phone (217) 4D
Desk Dial Phones (212) 4D
Push Button Desk Phones (214) 4D
Electronic 2 Phone Switchboard (240) 2D, 2C
Walkie Talkie Hand Phones (250) 9C
Codemaster Telegraph Signal Set (396) 4D
Hollywood Movie Theatre (281) 2D
Flashflex Camera (110) 2AA
Flashflex Camera Kit (110K) 2AA
Sabre 620 Flash Camera Kit (BCK-620) 2AA
Sabre 620 Flash Camera Kit (CK-620) 2AA
Guitar Amplifier (360) 4D

Battery toys give sales a real charge *continued*

For all this assurance of safety, Ohio Art's Buzz Guckenberger echoes Weil's sentiments: "Parents don't go for plug-in toys. They definitely don't like the idea of children playing with electricity."

If plug-ins are not the answer—at least for the time being—what about the long-lasting or rechargable batteries?

Harold Coakley, sales engineer for Ray-O-Vac, says "It really depends on the application." He points out that is is not worth the investment to put rechargable batteries in low-end toys.

Coakley sees the greatest percentage of battery sales for toys staying in the ordinary zinc battery line for a very simple economic reason: zinc batteries average in sales price between 20¢ and 25¢, while the long-lasting alkaline batteries are up around 75¢ per piece.

Christmas and after-Christmas are the two big seasons for battery sales in toy departments.

At Mallory, Dave Ehlers, marketing manager, sees this end-of-the-year period as a "great opportunity for retailers that they've been missing. They should show off in addition to conventional battery displays, which are usually found near the check-out, special displays which should be kept up all through the Christmas and post-Christmas period to build extra profits."

Adds Coakley: "Batteries are also used by the big mass-merchandising chains as good promotional items during the holiday season. Many times they are used as loss leaders for the department."

Concerning the long-lasting numbers, Ehlers reports a steady growth in sales for them at Christmastime over the past five years. He encourages retailers to push on the long-lasting batteries especially at this time.

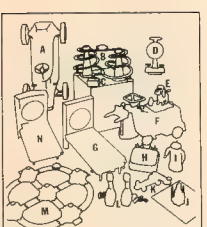
A constant complaint about battery toys is the fact that the batteries are rarely included with the package. Manufacturers defend themselves with two good reasons: it would increase the price of the toy and, secondly, there is always the problems of shelf life.

All segments of the industry see the battery business changing in the next few years. Certainly, the electric sidewalk cars have taken battery merchandise into a very traded-up era.

And toy manufacturers say that there will be a growing market for high-ticket, rechargable toys in the Seventies.

Year-round, retailers prefer the under-$5 battery toys, as they do in most other lines of playthings. But, again, the sidewalk cars will be wooed by retailers during spring and summer to keep action going in toy departments. And with the prices on the battery ridems coming down, this category will continue to penetrate into wider and wider segments of the market.

In fact, more than one manufacturer sees the sidewalk cars as not only a boost for battery toys, but a real powerful comer, perhaps another winner of the caliber of the road-racing sets.



A. Turbo-Jet electric car is a responsive performer with all steel chassis from Pines of America.

B. Cragstan's Moon City offers dual moon command posts with suspension track. Space shuttle car travels track with lights aflash.

C. When you've really had it hit the red Manic Panic button and trigger Gund's explosions and laughs.

D. An electronic imagination machine from Ohio Art called AstroScope creates unlimited light designs in seven luminescent colors

E. Spotty Dog by Frankonia Products walks, barks, moves its head and wags its tail at touch of a button.

F. Kenner's Big Cat comes equipped with changeable equipment including forklift, shovel and towing hook. Vehicle features dual-motor design

G. An electric pinball game by Wolverine features steel playing surface designed with moon landing scenes.

H. Brumberger's Art-A Matic spins a painting of your color choice. Paper, paints and frames included.

I. Bump 'n go Krome Dome by Mego moves about while lighting up, growing taller and making sounds

J. Ideal's Mr. Rembrandt is a plastic programmed painter who produces pinwheel pictures with the aid of four colored pens.

K. The Ferrari Formula II remote control racer from Schuco is made of heavy impact plastic with a steel chassis and removable wheels and hub caps plus operational "spoiler."

L. Private Lines is a status intercom from Creative Playthings designed to resemble the Swedish Erikofon.

M. Straco's Lunar Traffic Control stars a buggy that spins along a track making left, right and U-turns. By F. J. Strauss Co.

N. Louis Marx' Casino Pinball machine features automatic scorer dial that lights up to record wins.

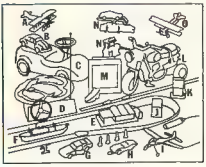
Battery toys give sales a real charge *continued*

Fact is manufacturers and retailers see parents still quite sales-shy about plug-in toys. Says Fred Weil, "I think there will always be a wariness on the part of most parents in regard to plug-in toys for children."

Agrees a buyer for a large chain of discount houses, "I definitely don't see that market becoming any kind of threat for battery-operated toys in the near future."

A Long Island electronics manufacturer, however, thinks differently —at least in as far as the safety of plug-ins is concerned. At last March's Toy Fair, Dynamic Instrument Corporation introduced a patented plug that converts house current into low voltage battery-type current right at the wall socket, preventing high-voltage from ever reaching the toy.

Called a Safe-T-Plug, it was shown as an integral part of various toys currently on the market or as an optional extra on a number of items to which a jack to receive the plug could be attached. *continued*



A. The 1/20 scale Spad XIII model assembles in minutes, has motorized propeller, firing machine guns. By Bachmann Bros. Inc.

B. Bandai's kingsize Volkswagen sedan has bump and go action, headlights that light up.

C. A long-life rechargable battery is featured in the X-70, an up-dated versions of last year's best-seller, the Poweride X-1, by Eldon.

D. Lesney Products' "Matchbox" Steer-N-Go game gives youngsters the thrill of steering a "Matchbox" car along a twisting path.

E. Aurora's Powerslicks Race Set gives powered or free wheeled drive at a touch of the speed control. Features banked curves, bright colors.

F. Ship Shapes is a multi-use toy that lets a preschooler create a variety of different ships. From Samsonite Corp., Toy Division.

G. Now the exciting Mustang Mach I comes in a 1/20 scale kit by AHM. Motorized auto has city speed and highway speed, and high and low headlight beams.

H. Hasbro's Chevrolet Astrovette Amaze-A-Matic car operate on pre-programmed cards without the aid of wires or remote controls.

I. The Electronic Superflash by Victor Stanzel soars through the air under its own power. Can do loops, figure-8's, and other stunts. Has laminated balsa wings.

J. Bright blue and green Jukepet is by Myra. Plays cheerful melody when money is deposited.

K. Mattel's Hot Wheels Sizzler Juice Machine resembles a gas pump. Pull car up to pump side and "fill-up" with enough charge for up to five minutes of sizzling racing time.

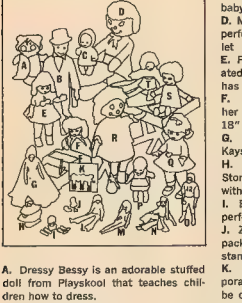
L. The Powerhouse Motorcycle by Louis Marx & Co. has 6-volt rechargeable battery operation, forward or reverse foot rest accelerator, other features.

M. The push-button age of tomorrow comes alive with Child Guidance' Park-A-Matic electronic garage.

N. Buddy L's Roadrunner car, Service Lift and Tollbooth add up to lots of fun on wheels.

O. The Red Baron's World War I plane, the Fokker D-7 is captured in 1/20 scale by Bachmann.

a real charge



A. Dressy Bessy is an adorable stuffed doll from Playskool that teaches children how to dress.
B. Edgar Bergen's Charlie McCarthy Ventriloquist Doll is from Juro Novelty. String opens mouth.
C. Schuco's Z & Z Chicca is a vinyl baby doll in furry coat.
D. My Toy's Dancing Clown makes the perfect partner. Elastic straps at feet let child lead doll anywhere.
E. Franca's Pamela is a battery operated beauty that walks and talks. She has changeable records too.
F. Horsman's Peggy Pen-Pal sits at her own desk and writes what you do. 18" doll is fully-jointed.
G. Miss America Pageant Doll from Kaystan is elegant 14" beauty.
H. Red Riding Hood is a Nancy Ann Storybook Doll packed in display box with storybook motif.
I. B. Shackman's Antique Doll Kit is perfect for child and collector.
J. Zee International's Mini Dolls come packaged with capes and a friend. She stands, sits and bends.
K. Dress Me Dolls from Allison Corporation are carded cuties waiting to be clothed.
L. Dandee Doll's Valerie comes ready to go with change of clothes.
M. Mego's Maddie Mod Doll is an 11½" vinyl swinger with turnabout body and bendable legs.
N. Dollikin from Uneeda simulates human poses with 14 movable joints. She comes dressed in a jumpsuit.
O. Broadway Joe Namath is Mego's action doll complete with uniform and football. Mod wardrobe separate.
P. Kuddly Kewpie is a 12" Toddler Doll from Cameo. Completely movable, she coos when hugged.
Q. Sissy is Franca's walking doll. The battery-operated beauty goes by calling her name.
R. Lucy Mae is Dakin's fun teacher. The big stuffed doll can be tied, buckled, combed, zipped, etc. She even teaches time with wristwatch.
S. Shindana's Talking Tamu is a stuffed doll that talks at the tug of a string. She says 18 phrases.
T. Sebino's Bettina is a sharply dressed doll from Cardinal Industries. She has furry coat and boots.

Pictured table and seat courtesy of Page and Bland. Blackboard set from Lawrence Schmidt.

centage of the doll business. He feels, "Not only does the baby doll assure the retailer of sales at Christmas, but it provides a reasonable profit margin throughout the year."

According to Mel Rosenblum, general sales manager of Goldberger Doll, "TV items are often offered to customers, especially during the peak seasons, as loss leaders or low-margin traffic promoters. It's the staple items buyers and retailers absolutely rely on as year-round merchandise in the doll department. With them there is no way to get stuck with yesterday's newspaper."

TV dolls, a phrase that elicits as varied a response as one can imagine, are very much a part of the doll picture, especially for Christmas.

Television is the magic medium that sets the stage for what will sell this year, what will be marketed next, and what will eventually become a staple.

TV dolls are very often termed gimmick or novelty dolls. Many are battery-operated or mechanical dolls distinctive for an unusual or provocative action.

Many manufacturers, including Ideal, are trying to balance their lines with fewer battery-operated and mechanical dolls. "The reason is mostly economical," explains Albert. "Mechanical dolls can generally not go for more than one year."

Jay Schwartz, sales manager for Madame Alexander, strongly believes, "The ever constant drive for what's new is creating obsolescence in the toy line. The industry makes items obsolete before they are really developed. This is partially because of TV. Television means presenting something new and competition means updating it to keep it more enticing."

Dan Shapiro, vice-president of Horsman Dolls, has even stronger feelings. "We aim our dolls at mother and grandmother because we are not TV. We make more dolls than anyone today, but with it all we're unable to crack the TV syndrome. We don't grow in popular prices as we should because TV has stunted our growth."

Goldberger's Rosenblum isn't worried about TV. "The staple doll market is not without its own sophistication. We've been as creative as anyone else in the areas of product development, package development, and item accessory development. In point of fact we are a segmented market filling the particular needs of many and varied consumers."

One must admit, however, television promotion is largely responsible for the success of the fashion doll. Until Mattel's Barbie captured the scene, a prominent character of Vogue's line in the Fifties was a fashion doll named Ginny. She, along with her many accessories, was dropped from the line this year because as Ted Nelson, Vogue president, explains, "Ginny could not compete with Barbie and her television promotions."

Unlike the baby, toddler or girl dolls, the fashion doll does not invite the child to project herself as a mother. As Roy Wagner puts it: "The fashion doll is having its best year in history. She allows girls the fun of projecting themselves into something they wish they were and may be some years hence."

Nelson claims he could have

continued

Oh, Those Beautiful Dolls!

Will they turn

The doll of today belongs to an elite group of beautiful wonders that compose the single largest selling category in the toy industry. Be she a precious baby made for cuddling or a mechanical friend who walks, talks, dances or becomes ill, today's dolly can be all things to all girls.

"Boys are given a great variety of activities. Manufacturers must provide the same for girls using dolls," states Phil Cohen, president of Remco.

According to the vice-president of Mattel's doll division, Roy Wagner, the obvious trend over the past ten years has been to more and more mechanical wonders. "These are the dolls that can reproduce activities a child knows and recognizes—attractive play situations the child can interject into."

All manufacturers of dolls agree a play situation must be understandable and meaningful to a little girl, but they all have their own definition of what that is.

For such manufacturers as Madame Alexander, Goldberger, Uneeda, Vogue and Horsman, it's the staple doll that is not only perfect for play but provides the solid base of the doll department as well.

Ted Nelson, president of Vogue, explains, "We make basic do-nothing dolls that are just to be loved."

Arthur Albert, product manager at Ideal, believes, "Today we are dealing with the most sophisticated audience ever in the world. They are a hip, knowledgeable audience that accepts everything and are never startled."

For just this reason, Remco's Cohen claims, "The trend in dolls is toward realism. Consumers are going toward dolls that are realistic of play."

Mattel's Wagner agrees but warns, "One danger the doll industry faces in its devotion to coming up with action features is that it will go too far. It's a mistake to create a mechanical toy that just performs. A toy should turn a child on, rather than a child turning a toy on."

Traditionally the baby doll has been a favorite for she can be dressed, fed or bathed just like a real baby. She retains her place in doll society because, within her variations, she is the first doll baby knows. The cloth-stuffed body doll is the first doll to find its way into baby's crib.

A toy buyer for a major northeast chain describes the baby doll as providing the single highest per-

continued

A. So Big is a new cuddly baby from Madame Alexander that cries. She even has her own colorful story book.
B. Dandee Doll's Sandy Softy is a 10" baby doll with foam filled body and soft vinyl head and arms.
C. Jumbo Sitting Cuddle Doll has perky plastic face from Samett & Wells. Mel Posin Associates is rep.
D. Gund's Circus Clown is a cotton-stuffed doll with removable outfits.
E. The 22" Granny Doll doubles as a pajama bag. Made by Adorable Toy it's represented by Mel Posin.
F. Big 'N Little Diaper Bag Set from Miner Industries makes taking care of dolly fun.
G. Floppy Toddler from Eugene Doll is a 20" soft body doll with vinyl arms, legs and head.
H. Topper's Baby Luv 'N Care gets sick like a real baby. She can rub her tummy and cheeks show fever.
I. Roberta Doll's Big-N-Little Sister are identical twins. Set includes 11" and 19" dolls.
J. Peanuts from Cameo Doll is a perfect little baby. Dressed just like a child in flannel outfit.
K. 25" Baby "Dear-One" cries Ma-Ma and wears actual size 6 mos. clothes. The Vogue Doll has a soft body.

L. When you pick up M & S Toys' Teri Ticker you can hear her heart beat. No batteries or wind-up needed.
M. The 12" Toddler Doll from Elmar Products has rooted acrylic hair and movable arms and legs.
N. Creative Playthings' Sasha and Gregor change expression as head turns. Suggests sexual difference.
O. Jolly's Cuddly Baby is a full-jointed drink and wet doll resting in her own plastic crib.
P. Miss Jo-Ann is a Grow-A-Hair Doll from Nasco. She comes with her own brush, curlers and clips.
Q. Crissy's Cousin Velvet comes with hair that grows knee-length. Ideal's doll also comes as Negro Velvet
R. Baby Joy Doll from F. J. Strauss is a cute white-haired charmer in blue and white polka dot dress.
S. Larami's Jan of California is a kicky litle girl.

Baby furniture courtesy of Gloria Shavell.

on sales?

Oh, those beautiful dolls *continued*

A. Determined Productions' Snoopy makes a perfect companion for both girls and dolls.

B. Baby Huggles from Fun-World is a little cutie dressed for fun in the sun. She comes in her own rigid plastic showcase package.

C. Madame Alexander's Rebecca is beautifully dressed in pink and white dotted cotton. She has a pink polk bonnet and parasol.

D. Ellen Sue is Columbo's mod little girl dressed in pants with a poncho and headband.

E. 18" Suzie Sunshine is an all vinyl toddler from Effanbee Doll. She comes dressed in a granny gown with patchwork printed pinafore.

F. Button-Nose Jill is right from the pages of Jack and Jill. Made of cotton stuffing by Amsco, she has fully-jointed arms and legs.

G. Knickerbocker's Raggedy Ann Doll is a favorite for any age. Stuffed charmer even has a heart.

H. Remco's Jumpsy is a 13" battery operated doll that jumps rope without ever falling. Rope can be removed to provide a playmate.

I. Baby Go Bye-Bye is a fanciful doll

who comes with her own car. The personable auto can be programmed to go wherever you'd like.

J. Uneeda's Bo-Peep is a beautiful classic dressed in a long filly costume with a brimmed bonnet.

K. Marion Doll Creations' 8" vinyl doll comes arrayed in a pin-striped sheer dress. Rep is Page and Bland.

L. Holiday Fair's Jeannie & Johnny are twin packed 9" dolls. Fully-jointed, they come in 6 varieties.

M. Rosebud is Mademoiselle Dolls' soft cuddly toddler in pink and white checks. She even cries Mama.

N. Gund's Honey Lou is a 16" cotton-stuffed doll with removable outfits. She carries her own flower basket.

O. Ideal's Crissy is dressed for a party. Her luxurious hair can be combed, set and made to grow.

P. Goldberger's Doll in Carriage is sweet baby dressed for outdoors. She comes seated in her own perambulator with blanket and bottle.

Pictured tea set is courtesy of Aluminum Specialty. Ice Cream Parlor set courtesy of Soovia Janis.

DRESS ME
DOLL

DOLLS continued

made Barbie first but refused. Why? "Won't give it to my kids, so I won't sell them. Our philosophy is there is room in America for all kinds of doll manufacturers. We want to make eye-appealing, pretty, warm, cuddly dolls."

A new concept in the fashion category is Ideal's Fashion Flatsy. Ideal has distorted the sculpture of the doll deliberately "and children have empathy to it," says Albert. He strongly believes this is one of the important trends in dolls to come.

Another trend might possibly be dolls with sexual characteristics. Many manufacturers including Ted Nelson are dead set against them, others like John Landers, sales manager for Uneeda, believe someday but not now, and still others have taken the plunge. Creative Playthings, for example, currently has two dolls in its parent line that are anatomically correct.

Ideal's Albert strongly believes, "Children are not isolated, pure human beings. They are part of a volatile society in which young people are not uptight about sex." For this reason, he believes all dolls by 1980 will have suggestions of sexual difference.

Albert also believes boys "at a certain age have a psychological need for dolls." The toy industry offers to fill this need by presenting what they firmly and unequivocably call male figures. Will there ever be a time for making dolls for boys? The industry says definitely NO!

Ten years ago a TV personality named Shirley Temple was the object of a doll. She was a phenomenon and represented a very special image. Today there is no personality with the same magic. The emphasis in today's society is not to glorify one person, rather appreciBeautiful.
ate what you have and make the most of it. And remember Black is

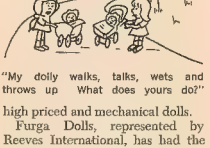
Black dolls have been made by doll manufacturers for perhaps more years than they'd like to admit. Until the past two years black dolls did not sell well. More often than not black girls wanted white dolls. Today this has changed to a great extent. According to many major department store buyers the black doll trend is growing.

Surprisingly, the best selling black dolls are actually black versions of white dolls. The reason one department store buyer gives to explain why ethnically correct dolls have not sold is "because black people do not believe they look like that."

What has happened to dolls in the last ten years? Henry Orenstein, president of Topper, notes "the number of doll companies is less now. One reason is imports are playing a more important role."

Victor Bulgarelli, sales manager for Franca Dolls, hopes that is true. Only in the United States for two years, Franca is showing up in high quality retail shops as well as major discount chains. Bulgarelli exclaims, "We've sold ten times more this year than we did last."

Bulgarelli believes imported dolls have a big future in the United States because there is a type of doll for everyone. The Franca line includes carnival, medium priced,



"My dolly walks, talks, wets and throws up. What does yours do?"

high priced and mechanical dolls.

Furga Dolls, represented by Reeves International, has had the most success with its fashion line priced about $24, and the collector-type dolls priced to $57. According to Gerald Fisher of Reeves, it's the doll to $57 that sells best.

Whether the doll manufactured is American or foreign, and despite its ability to perform, all dolls must be sold. For many people this means over the counter selling. The Madame Alexander doll is not packed for self-service. At many retail or specialty stores, such as F.A.O. Schwarz, only samples of the doll are shown.

Uneeda, Horsman and Vogue on the other hand, use window box packaging with all color graphics to attract the eye. Dan Shapiro believes Horsman's patented Protect-O-Lid package is a far improvement over shrink-wrap packages because it is pilfer-proof. "But," he says, "it is possible that we will have to return to shrink-wrapping someday for economical reasons."

TV advertised dolls have a packaging all their own. Because these dolls have been demonstrated on television, the child knows exactly what it looks like. The boxes are often chipboard or corrugated board with full-color graphics. A panel at the side generally illustrates the action the doll performs.

Albert suggests that not only will "products that are more realistic and safer conquer the market thanks to Ralph Nader's safety commission, but ecological problems will bring government regulation of packaging. There will be a need to create a package that is either part of the toy or one that can self-destruct."

Promoting dolls for many manufacturers means TV advertising, in-store demonstrators or store ads. But merchandising today may take more.

Both Mattel and Topper plan to use Barbie and Dawn boutiques in stores to promote the dolls and the dolls' accessories. Mattel is also planning to circulate a Mattel catalog in 32,000,000 newspapers during mid-October.

The Horsman people will be contributing doll parts to the Dayton Company in Minneapolis to aid the store create a display of elves making toys in Santa's workshop. Of course the Dayton elves will be making Horsman dolls.

Depending on a manufacturer's line, dolls retailing between $5.98 and $12.98 will probably get most of the attention at Christmas.

Each doll manufacturer believes or hopes he has a winner. Speculation about the big sellers usually begins during the summer when most retailers are having their sales and pre-Christmas promotions with layaways. This year stores reported the sales were later than usual, taking place in August and September.

The big question. What will be the best selling doll for Christmas? According to Arthur Albert, "The best selling doll will be the doll that is made to seem the most exciting through television advertising." And the magic price? "Whatever the manufacturers or discounters charge for that doll."—**Deirdre Berzok**

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See balance of line on other side of sheet.

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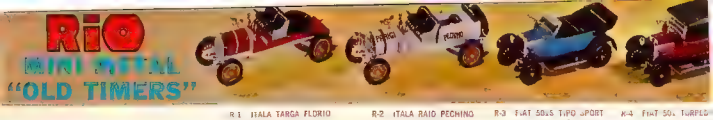
RIO MINI METAL "OLD TIMERS"



R-1 ITALA TARGA FLORIO 1906 $4.98
R-2 ITALA RAID PECHING 1907 $5.98
R-3 FIAT 501S TIPO SPORT 1919-26 $4.98
R-4 FIAT 501 TORPEDO 1919-26 $4

R-6 FIAT MODEL O 1912 $4.98
R-7 FIAT MODEL O SPYDER 1912 $4.98
R-8 ISOTTA FRASCHINI T.8a 1924 $5.98
R-10 BIANCHI LANDALLET 21 1909 $5.98
R-11 BIANCHI LANDALLET (OPEN) $5.98
R-12 FIAT 501 (OPEN) 1912

R-13 FIAT 508 1932-37 $4.98
R-14 FIAT TIPO 2 1910-20 $5.98
R-16 CHALMERS DETROIT 1909 $5.98
R-17 MERCEDES BENZ 1909 $5.49
R-18 BIANCHI COUPE de VILLE 1906 $4.98
R-19 ALFA ROM 1932 $

R-20 FIAT AUTOBUS 1915 $6.98
R-22 GRANDE MERCEDES 1938 $6.98
R-23 FIAT 1905 $5.49
R-24 FIAT OPEN 1905 $5.49
R-25 FIAT LANDAU PHAETON 1906 $4.98
R-26 FIAT 1902 $4

R-28 BIANCHI LANDALLET 1905 $4.98
R-29 MERCEDES SIMPLEX 1902 $4.98
R-31 FIAT 8HP 1901 $4.98
R-32 FIAT 16-24HP 1903 $4.98
R-33 MERCEDES LIMOUSINE 1908 $4.98
R-34 RENAULT 1907 $4.98

R-35 RENAULT 1933 $4.98
R-36 BUGATTI ROYAL 1927 $5.98
R-37 BUGATTI ROYAL (OPEN) 1927 $5.98
R-38 FIAT 1908 $4.98
R-39 ROLLS ROYCE CONV 1931 $5.98

ADDITIONAL NUMBERS (not illustrated)

R-40 ROLLS ROYCE SEDAN 1931..... $5.98
R-41 LANCIA CONVERTIBLE 1929 ..... $5.98
R-42 LANCIA SEDAN 1929 ..... $5.98
R-43 LINCOLN CONTINENTAL CONV 1941... $5.98
R-44 LINCOLN CONTINENTAL SEDAN 1941... $5.98
R-45 DUESENBERG SEDAN $5.98
R-46 DUESENBERG CONVERTIBLE ..... $5.
R-47 THOMAS FLYER ..... $4.
R-48 BUGATTI ..... $5.
R-49 FIAT SUPER DORSAY DeVILLE..... $5.

AHM

The Finest Hobbies From Around The World

Powerful National Advertising PRE-SELLS For You All Year 'Round

Al Unser (L), 1970 Indianapolis 500 winner, shows the racing ropes to Henry Orenstein (C), president of Topper Corp., and Parnelli Jones, past Indy winner and head of the racing team sponsored by the manufacturers of the Johnny Lightning racing cars and sets. All three agree the Johnny Lightning cars and sets are the fastest in the world.

product development, expects a minimum of 20,000,000 persons to attend the fairs to be held in the fall.

Plans are also being finalized for Johnny Lightning promotions to be held in cooperation with Firestone, manufacturers of the tires used on the actual racing car, and the Ford Motor Company, builders of the car. In addition, General Mills plans to feature Johnny Lightning on 24-million Cheerio boxes to be distributed in August.

Not all Topper's promotions are to be commercially oriented. At the present time, plans are being devised between the Young Men's Christian Association and Topper, to sponsor Johnny Lightning races.

According to Joseph A. Pisarro, publicity director at the National Council of YMCAs, approximately 1,000 "Y"s will take part in the racing competitions. Each of the "Y"s are to receive at least two Johnny Lightning Le Mans racing sets with an additional five sets of cars for each set.

Donated by Topper for the boys' entertainment, the racing outfits are to be set up at each "Y" and competitions held to select 12 national finalists. The finalists will be brought to New York City, by Topper, to compete in a play-off with Al Unser serving as judge.

The winner is to be sent with a parent and favorite "Y" person to the 1971 Indy 500 with all expenses paid by Topper. Other finalists will receive the Johnny Lightning set of his or her choice.

Orenstein feels very pleased with the racing team association. "The racing car sets," he said, "have replaced the electric train in American homes and we pride ourselves in building the best in a business that should gross five hundred million dollars in 1970." —D. B.

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(Circle No. 42 on Reader Inquiry Card)

Al Unser's victory revs up promo on Johnny Lightning

The tension builds as the racing cars come zooming out of the final turn at the top of the track. The number two car has just passed the pits and the spectators are going wild. Here he comes, he's down the straight-a-way. There goes the checkered flag. He's done it! He's done it! The Johnny Lightning 500 Special has just won the 1970 Indianapolis 500.

Next scene: The cameras close in as Al Unser, winner at the Indianapolis Speedway is calmly removing his helmet. Unser looks up and says: "Johnny Lightning cars and sets are the fastest in the world."

Along with Unser, Mario Andretti, A. J. Foyt, Billy Vukovich, Parnelli Jones, Roger McCluskey, Joe Leonard and Unser's brother Bobby, are all saying Johnny Lightning is the fastest in the world.

Topper Toy president Henry Orenstein never had any doubt about it. A year ago he gave the go ahead to vice-president of sales Fred Pierce to back a racing team in the United States Auto Club competitions. Pierce thought long and hard about who the winner would be. The commitment was to be big and he had to be sure.

The decision to go with the Parnelli Jones Racing Team was made more than eleven months before the Memorial Day classic was run and the success of the Johnny Lightning 500 Special, Unser's car, has more than justified Topper's confidence.

"Al Unser's victory in the 1970 Indy 500 was cheered by millions of boys all over the country," said Orenstein. "The sports writers," he noted, "have been receiving letters from youngsters telling them how delighted they were with the Johnny Lightning win."

Orenstein believes Unser's victory "in his Johnny Lightning car will have a continuing impact in generating interest in racing among boys."

In keeping with the Johnny Lightning win, Topper has planned a very active promotion schedule that is to involve $5 million for television promotions, as well as personal appearances and radio and newspaper publicity.

Unser and seven other leading race car drivers will be appearing in television commercials telling youngsters that "from miniature metal race cars you can hold in the palm of your hand, to full-size championship cars that burn up the track, Johnny Lightning beats them all."

In addition to the television commercials, Unser is to appear in trade ads and, whenever possible, make personal appearances at Johnny Lightning activities. Included on the list of personal appearances are proposed Johnny Lightning/Al Unser Days at 21 state fairs held throughout the U.S.

Topper plans to feature a Johnny Lightning booth at each of the fairs with Topper personnel on hand to describe, demonstrate and discuss Johnny Lightning cars and sets. Several racing setups are to be displayed along with a glass enclosed booth showing the complete Topper line of cars.

Ron Aaront, vice-president of

Breyer wins packaging award

CHICAGO—Breyer Molding Co. has received a first prize award in the recent National Paper Box Association's Rigid Box Corporation.

The award, made for an outstanding example of progressive packaging in the transparent category, was given for Breyer's 1970 Showcase package.

Breyer has used the packaging for its authentic animal reproductions which come individually packed in clear plastic. The package is pilferproof and suitable for carrying.

Poster tells train tale

MT. CLEMENS, MICH.—A pictorial history of railroading in the United States forms the basis for a "Lifetime Railroading" poster distributed by the Lionel Toy division of Model Products Corp. The poster features the Lionel catalog on its reverse side.

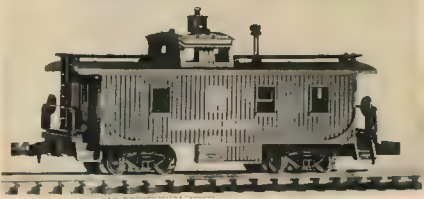
The poster side includes the Ballad of Casey Jones, the driving of the golden spike at Promontory, and the new diesels of the '70s.

Sections of the catalog are devoted to explaining Lionel's "Lifetime Railroading" theme; descriptions and drawings of the new heavy duty "Pullmor" motor, fast angle wheels and automatic uncoupling; photos and descriptions of five Lionel train sets; and photos and descriptions of Lionel locomotives, cars, etc.

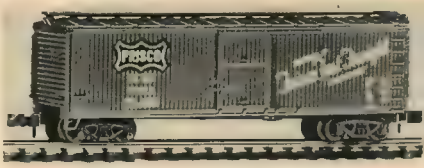
Lionel is offering the poster to consumers for $1.00 through a mail order advertising campaign that began this month and will run through the Christmas season. 153

"Lifetime Railroading" poster

Model trains have billboard sides, series is by American Tortoise



Pennsylvania is one of the caboose road names available



Frisco Fast Freight is among the box car road names

FARMINGDALE, N.Y.—Trix Trains has recaptured the spirit of when American railroads were young in an Old Timers series of model trains with painted billboard size ads and slogans adorning the sides

Offered by the division of American Tortoise Inc., the collection includes replicas of old time wooden rolling stock boxcars, cabooses and hoppers—bearing well-known roadnames. Each car offers authentic detailing. 155

Rocket guide offered

PENROSE, COLO.—Estes Industries' Model Rocketry Catalog is now available to the trade. The 144-page guide includes a reprint of the revised model rocket code; a complete description of basic model rocket components and their functions; a history of the "dangerous years" of youth rocketry, and a full listing of the many Estes rockets and parts produced.

To receive a free copy, dealers should write to Estes at Box 227, Penrose, Colorado. 154

Rapco adds crystal kit

CHICAGO — Wall plaques, shade pulls, trivets and other decorative items can be made with Crystal Craft, a new hobby kit by Rapco Inc.

Each set contains 6 lead cast subjects, 6 assorted crystal colors, 6 window mounting suction cups with wire for hanging, as well as complete instructions

To use, fill precast lead frames with crystals and bake in a skillet or cookie sheet according to the enclosed directions. 156

Decoupage and tole outfits offered by Top Drawer Inc.

BEAVERTON, ORE.—A complete line of decoupage boards, tole boards and kits, featuring exclusively kiln-dried Western White Pine boards, is available from Top Drawer Inc.

Top Drawer boards are designed in animated shapes including fish, mushrooms, acorns, etc., as well as traditional and early American and Mediterranean styles.

All kits come complete with boards, paints, brushes, sandpaper, sealer and full instructions with design suggestions.

Both the boards and kits are protected by complete see-through plastic packaging. Metal display racks are offered on quantity purchases. 157

Playmate Toys..."SOUND OFF"

MRP/3 B/O JUKE BOX SAVINGS BANK
mini juke box w/4 melodies
"cheerful melody" whenever you deposit money

MRP/5 WALKING-TALKING
19" ALL PLASTIC DOLL
with 2 records—
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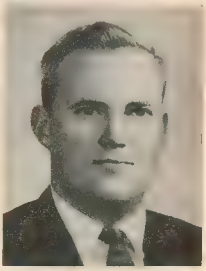
(Circle No. 25 on Reader Inquiry Card)

Toys that 'do something' are produced by new firm

CINCINNATI—A new toy manufacturing firm, devoted to production of toys of a "technical" nature, has been formed. Called Tech Toy Corporation, the concern will intially offer



Edwin A. Dawson, Jr.

toys retailing under $1. Higher-priced items will be introduced in 1971.

Edwin A. Dawson Jr., who heads the firm, explained that "technical toys are those featuring a mechanism that 'does something'—motion, sound or mechanical action."

A unique aspect of the manufacturing venture is said to be its worldwide approach. Toy parts are being designed and made in Switzerland, Germany, Japan, the Philippines and Hong Kong, as well as the United States.

The company will maintain a full inventory to meet customer needs beginning January, 1971 and will show its expanded line at the '71 Toy Fair in New York in March.

Sears switches buyer posts

CHICAGO—Three assistant toy buyers at Sears Roebuck & Company have been reassigned.

John Streit now will be assistant to Clayton Webb, Mike Short to Clyde Peterson and William Harris to Martin McGowan. Previously, Streit was McGowan's assistant. Short worked with Webb and Harris was assistant to Peterson.

Polk's names new buyer

CHICAGO—Pat Loftus has been named as the new juvenile buyer for Polk Brothers, Inc., succeeding Elliott B. Edelson. Polk's juvenile buying office is at 2954 N. Central Avenue.

© WALT DISNEY PRODUCTIONS

THE CRAZIEST CATS

are on a cross-country tour
NOVEMBER and DECEMBER

ARISTOCATS

Kick off December Opening of
NEW Walt Disney all-cartoon feature

**PERSONAL APPEARANCES—
MAJOR PROMOTIONS—
IN KEY CITIES**

In Person—at Thanksgiving and
New Year's Day Parade
seen on TV by 60 Million Customers

R. H. MACY Parade—Orange Bowl Parade

WALT DISNEY PRODUCTIONS • CHARACTER MERCHANDISING DIVISION • 477 MADISON AVE., NEW YORK, N.Y. 10022
(Circle No. 24 on Reader Inquiry Card)

Strong public promotion planned by Child Guidance

BRONX, N.Y. -Child Guidance Products is backing up its television commercial program with a strong public relations campaign emphasizing all aspects of consumer media.

The campaign includes TV exposure as well as special events and general print media. Localized TV programming and placement on behalf of retailers carrying the Child Guidance line are important facets of the new program.

Public relations efforts for Platt & Munk, a Child Guidance division, and for Tinkertoys, distributed by the firm, are also included in the plan.

Items to receive editorial coverage include: the Muck-A-Matic camera; Lady Bug; Oliver Inch-a-Long; Per-A-Mid; Nuts 'N' Bolts; Flex-O-Gears; and the Loadmaster Truck.

All the print media coverage is scheduled for pre-Christmas publication.

James E. Baum, national sales manager of Child Guidance Products, feels the new public relations campaign is an important adjunct to the heavy schedule of TV commercials which began last month and will run through December.

A top salesman at Avalon wins award for his efforts

BROOKLYN, N.Y.—Henry Hauptman (L) is awarded a color television set for being one of Avalon Industries top salesman for 12 years. Ed Hertzberg, director of sales, gave the award.

Crane leaves post at Remco for position at Plaza Group

NEW YORK—Lawrence Crane formerly vice-president in charge of advertising, sales promotion and public relations for Remco Industries, has resigned to become president of a newly formed division of Plaza Group Inc.

Plaza Group is involved in sales promotion, marketing, manufacturing.

Die Cast Guns
FOR PLASTIC RING CAPS
They smoke with every shot

12 SHOT CAPS & GUNS

- All Metal Construction.
- Break-open action and revolving chamber.
- Precision Mechanism.
- Rosewood Plastic Butts . . .
- Fires 12 Shot Plastic Ring Caps . . .
- Window Box.

#136/G "Secret Agent Pistol" (Gun Metal) Length: 7¼ in. Carton pack: 6 doz., weight: 42 lbs.

#133/S "Super Cowboy" (Silvaflash) Length: 9½ in. Carton pack: 6 doz., weight: 47 lbs.

#96/S Rifle (Silvaflash) Length: 26½ in. Fires 12 Shot Plastic Ring Caps. Break-open Action and Revolving Chamber.

#1329/B 48 PLASTIC RING CAPS (in plastic box). For all 12 shot guns Shelf pack: 50 units in Display Box, 40 Display Boxes per case. 25 lbs.

#1329 48 PLASTIC RING CAPS for all 12 Shot guns. Carded. Shelf Pack. 4 doz. c/s pack 48 doz. 14 lbs.

8 SHOT CAPS & GUNS

- Fires 8 Shot Plastic Ring Caps . . .
- Break-open Action and Revolving Chamber . . .
- All Metal Construction—
- Rosewood Plastic Butts—
- Window Box—

#125/G "Super Tec 8" (Gunmetal Finish) Length: 5¾ in. Carton Pack: 6 doz.

#145/S "Super Gem 8" (Silvaflash) Length: 8 in. Carton pack: 6 doz.

#1259 48 PLASTIC RING CAPS (In Plastic Box) For All 8 Snot guns. Shelf Pack: 50 units per Display Box. 40 Display Boxes per case. 25 lbs.

SOME TERRITORIES STILL AVAILABLE INQUIRIES INVITED!!!!!!!!!!

BLAND & BLAND INC.
200 Fifth Avenue, New York, N.Y. 10010
212-675-3790

(Circle No. 19 on Reader Inquiry Card)

Motorized 1/35 scale tank features detail and realism

MRC-Tamiya's Tiger-I tank comes complete with motor, gear drive unit, movable turret, operating torsion bar suspension, and realistic treads. Priced to sell at $5.98 retail, this model is a real collectors item. The tanks come packed six to a case and are easy to assemble. 318

True action basketball game

Munro Games' Super-Pro Basketball is said to be full of true-to-life action and suspense. Players direct the action, control the ball when shooting, passing or making foul shots. Competitive shooting positions allow for jump balls, blocked passes. 319

Buddy L's rugged Husky Dumper is real workhorse

Buddy L introduces the truck of the seventies. Its new Husky Dumper is a big rugged, steel workhorse designed for backyard or beach. The truck, which can actually be steered, features superwide whitewall tires, a deep-ribbed dump box with stone guard that easily tilts to dump, a brite-plate grill and wheel discs. A completely detailed interior adds realism to the dumper. Comes packed one half dozen to a carton. 321

Pyro Plastic's Sno-Skeeter stars new image hobby kit

Pyro Plastic's C-84 Sno-Skeeter is a new image hobby kit that can be built for snow, street or show. Molded in two colors and crystal plastic, set comes complete with front custom skis and rear sno-grippers, chrome, vinyl tires and more in 1/16 scale. Suggested retail: $4. 322

Game climbs social ladder

In the game of Class, the object is to climb the status ladder while retaining one's pride, independence, and happiness. Designed by American Iguana Inc., the game asks questions such as: Does their parrot speak Latin? Is their Scrabble set in French? 323

Sturdy steel Buddy L brutes come in 5-piece fleet set

Buddy L has added a fleet of five popular brute series trucks to its line of vehicles. Included in the series are the popular pick-up, dumper, tow truck, sanitation truck and Hook-N-Ladder. Brutes 5 Piece Fleet Set comes packed in a closed display box with full color label. 324

Revell offers exact replica of luxury auto

The sports car of the 60's is now available in a competitive package of the 70's. Revell Inc. has produced a 1/25 scale replica of the XK-E Jaguar. Originally manufactured by "The Swallow Side Car and Coach Building Company," the XK-E Jaguar was first off the assembly line in 1961.

The latest XK-E models by Revell almost exactly resemble their ancestor in style and performance. 320

Buddy L's new cabs... Really Steer!

ABOVE, 5504 PICK-UP TRUCK, BELOW, 5512 HUSKY DUMPER.

Once again, Buddy L sets the pace. The great new Buddy L line features the rugged new Cabs of the 70's . . . they really steer! Have beautifully detailed cab interiors . . . superwide whitewall tires . . . and the hallmark of all Buddy L trucks, tough heavy-gauge auto-steel construction. Steer your way to profits . . . order Buddy L now!

They really steer!
They really sell!

FEATURING ORIGINAL TOUCH N-SELL™ PACKAGING

Buddy L® BUDDY L CORPORATION NEOSHO, MISSOURI 64850

Worldwide Sales Coverage. Henry Katz Organization, Tenth Floor—200 Fifth Avenue, New York, N.Y. 10010

BIG Mack SERIES	FAMOUS CHEMY SERIES	JUNIORS	BRUTES	BUGGY'S	BUTTONS	CAREFREE FURNITURE

(Circle No. 34 on Reader Inquiry Card)

Buddy L's new cabs... Really Steer!

ABOVE, 5504 PICK UP TRUCK. BELOW 5512 HUSKY DUMPER

Once again, Buddy L sets the pace. The great new Buddy L line features the rugged new Cabs of the 70's . . . they really steer! Have beautifully detailed cab interiors . . . superwide whitewall tires . . . and the hallmark of all Buddy L trucks, tough heavy-gauge auto-steel construction. Steer your way to profits . . . order Buddy L now!

They really steer!
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FEATURING ORIGINAL TOUCH-N-SELL™ PACKAGING

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Worldwide Sales Coverage: Henry Katz Organization, Tenth Floor—200 Fifth Avenue, New York, N.Y 10010

BIG Mack SERIES	FAMOUS Buddy L SERIES	JUNIORS	BRUTES	BUGGY'S	BUTTONS	CAREFREE FURNITURE

(Circle No. 55 on Reader Inquiry Card)

Child can rock, roll, hide and slide using the Play All

Hi-Ho Products' new activity toy, the Play All, consists of three plastic pieces—blue, green and orange—that can be fitted together in various ways. The end result, limited only by the child's imagination, can be a slide, rolling circle, teeter board, barricade or item of mod furniture. **400**

Glider launched by catapult

Craft Master is showing the Super Sonic Glider with catapult as part of its new toy and game line. The streamlined blue glider, made of waterproof material, is wrapped in clear plastic and comes in a 24-pack display carton. **401**

Kit makes race car carrier

Based on Ford's Louisville Line truck, AMT Corp.'s racing car transporter kit comes in detailed 1/25 scale. Featured are a long-wheelbase chassis, equipment cab, tilting hood/fender unit, "cat" V-8 diesel engine, Goodyear vinyl tires. **402**

Jeep hauls baby beach buggy

Buddy L Jr.'s No. 5137 is a three-piece model consisting of a jeep, tilting trailer and Sandpiper Buggy. The vehicles utilize auto steel construction, roll bars, and wide tires. Jeep has a folding windshield. Complete unit measures 12" x 5" x 3". **403**

Preschoolers' railroad runs on tracks laid on peg board

Peg Town Railroad lets preschoolers layout a track, on a peg board or on the floor, for a miniature locomotive and car. The train is operated by a pen light battery. One of 26 new items from the Romper Room Div. of Hasbro Industries, all are packaged uniformly. **404**

Joe's name sells uniforms

A Joe Namath Football Uniform kit is now available from Franklin Sports Industries. The item, No. 1855, consists of a plastic helmet, shoulder pads, jersey and pants with hip and thigh protectors. All pieces show Joe's official design and number. **405**

Telephone "talks" to babies

Mascon's Squeeze 'N Talk telephone is a blow-molded, polyethylene, thin-wall model in a trim-line design. Baby squeezes and the phone squeaks. The device, in red, blue or yellow with a daisy pattern is 6½" long and weighs 1¼ lbs. **406**

Toy box is strong and light

Wonder Products says its 200-lb. test corrugated fiberboard giant size toy box is strong and durable as well as light in weight (2¼ lbs.). No. 4925 is decorated with either circus train (pictured) or toyland designs. **407**

You don't have to sew to use this dressmaking kit

The Little Miss Vogue dressmaking kit for girls aged 6 to 10 eliminates needle and thread. Dresses are "stitched" with fabric glue. The Fun Fashions set contains pattern, glue, polyester fabric and trim for two dresses. No special skill is needed to make the dresses. **408**

SHOWCASE/Toys

For more information, circle product number on reader service card in back of magazine

Fall youth recreation catalogs are available from Leisure Group

LOS ANGELES—Four color fully illustrated catalogs are now available detailing 1970 fall and Christmas Youth Recreation lines from Blazon, Mascon and Flexible Flyer.

Blazon's catalog features riding and activity toys, including 12 soft and hard body horses. Other Blazon toys described are pogo sticks, shoo fly rockers, play bikes, chalk, wall and cork boards and table and chair sets.

The Mascon catalog highlights preschool and infant toys including 16 talking and dial telephones, pull toys, squeeze toys and the Lil' Nuffins fantasy toys.

Sleds, snow toys and wheeled racers are spotlighted in the Flexible Flyer catalog along with the Yankee Clipper line and new Astro 8 sled.

The catalogs, containing specifications, packaging details and point of sale suggestions, are available from the Leisure Group, 421 North Altadena Drive, Pasadena, Calif. 91107. 394

Creative Marketing firm introduces grip improver

ORINDA, CALIF. — Creative Marketing Concepts has introduced a patented grip improver and hand exerciser designed to attach to bicycle handlebars, car steering wheels or other pieces of equipment.

Made of light, moisture-resistant closed-cell vinyl and named Xr-Grip, the item retails at $1. 395

Xr-Grip—grip improver

Uncle Milton offers ants in assorted model sizes

LOS ANGELES—Uncle Milton has added the Mini Ant Farm to its popular line of educational models.

All models of the Ant Farm include unbreakable, escape-proof plastic containers, California sand, Ant Watchers Handbook and stock certificates for a generous supply of California Harvester Ants.

The Mini Ant Farm, packaged in a full-color, see-thru rack shelf box, features an adjustable magnifying glass and free traveling tube attached to the sides of the farm.

The model carries a suggested retail price of $1.29 and comes with two dozen units packed in a counter display carton. 396

Murray Ohio has Mark 3 streamlined bike series

NASHVILLE, TENN.—Murray Ohio has introduced a streamlined, lightweight Mark 3 Bicycle series designed with a forward thrust appearance and low slung, wide stance handlebars.

A full wrap-around chain guard, in sparkling chrome with color trim panels, emphasizes the action styling of the bicycles.

Other features of the series, available in two sizes, include full-chrome fenders, chrome wheels and lightweight vinyl saddle.

Further information may be obtained by writing Murray Ohio Mfg. Co. 397

Buddy L steel toy trucks and display cartons

Buddy L updates steel toy truck line with colorful shopper stopper package

NEW YORK—Two new packaging concepts have been introduced by Buddy L to retail their up-dated line of steel toy trucks.

Working with Stone Container Corp., a Shopper Stopper package has been designed for the larger and more complicated trucks. The package features a tip-on 4-color photographic label which visually identifies the product with information printed in jumbo-sized type. The design is die-cut of printer-tinted corrugated with lock flap ends.

Party games introduced by Golden's Magic Wand

COSTA MESA, CALIF.—Two new party games by Golden's Magic Wand will be introduced for the first time at TransWorld's Navy Pier Housewares and Variety Exhibit July 11-16.

Call Pass-Out, a game with dice, and Gulp'n Giggle, a block stacking game can be played by two or more. 398

Smaller items use the Touch-N-Sell package with open window front and graphics on sides and top. The die-cut fold construction has been fitted securely around the product to avoid being jarred loose during shipment or customer inspection.

Both vividly colored packages can be lined up on a retailer's shelf. 399

"Matchbox" Clubs show fast growth

NEW YORK—Lesney Products has announced that the rapid growth of the "Matchbox" Collector's Club has influenced the formation of regional club chapters.

An official "Matchbox" Collectors' Club Guide has been prepared by the newsletter editors to aid members in organizing their own chapter. The guide book explains the purpose of a chapter and suggests the use of a constitution and set of by-laws. Each chapter will also be furnished with official chapter certificate and names.

Now you can own a Basketball with ABA colors . . red, white and blue

$7.90

Colors are molded in to bring you a flashy basketball to score on any court. A rugged butyl rubber bladder is wound with nylon for the best shape retention possible. Pebble-grained rubber cover is vulcanized to the carcass. Official size and weight. Needle
Shpg wt. 1 lb 10 oz.
6 N 1802 . . . $7.90

Top-grain cowhide Soccer Ball
32 scuff-resistant black-and-white panels

$10.97

Rugged paneled carcass resists water. Pre-tested English butyl bladder for lively ball action . . helps buL retain its shape. Official size and weight. Inflating needle included. From Pakistan. *Buy it the easy way—order by phone.*
Shpg wt. 1 lb 10 oz.
6 N 2466 . $10.97

Official Size $6.49 | Youth Size $6.49

There's nothing like a football for hours of fun and exercise. And your "backyard gridiron" can be the scene of many exciting hours of fast football action. Here is a great football for those rough 'n tumble games of touch or just a game of catch. Pebbled nero-spin top-grain leather cover for better control on passes and kicks. Double lacing plus a double cotton twill lining and a rubber valve bladder means the ball keeps its shape through rugged football action. Inflating needle included
6 N 2446—*Official size.* Shipping weight 1 pound 8 ounces $6.49
6 N 2432—*Youth size.* Shipping weight 1 pound 4 ounces 6 49

Place-kick Set. Attach plastic toe piece to your shoe . . helps you meet the ball squarely for pinpoint accuracy, booming kick. Plastic kicking tee
6 N 2427—Shipping weight 8 ounces . . . . Set $1.09

1 $2.99 | 2 $4.99 | 3 $9.95 | 4 $12.75

1 Pebtex Football. Stitched seams. Butyl bladder Official size and weight. Needle included.
6 N 2457 . Shpg. wt. 1 lb. 4 oz $2.99

2 Cowhide Football. Double cotton-twill lined Butyl bladder Official size, weight. Needle
6 N 2451 . Shpg wt 1 lb 10 oz. . . . $4.99

3 Select top-grain Cowhide Football. Aerodynamically balanced for pin-point passing. Special tacky finish for greater fingertip control. Double cotton-twill lined. Butyl rubber bladder. Official size and weight. Inflating needle incl
6 N 2447—Shpg. wt 1 lb 10 oz. $9.95

4 Our best . . Buddy Young Leather Football. Prime top-grain cowhide pre-quality leather with built-in tacky finish for fingertip control. Triple cotton twill lined plus lockstitch construction. Double leather laces. Butyl bladder. Official size and weight. Inflating needle is included
Shipping weight 1 lb 10 oz.
6 N 2448 . . . . . $12.75

Playthings
NEWS
The record of what's been going on with retailers, wholesalers and manufacturers

Trucking industry plan strongly opposed by TMA

WASHINGTON, D.C.—The trucking industry's National Classification Board has taken under advisement a proposal by the trucking industry, that if adopted, would require all shipments moved via motor common carriers and regulated freight forwarders to be prepaid.

Following four days of testimony by interests opposed to such a regulation, the Board is considering a requirement that TMA members regard as a radical departure from the present long standing practice which permits shipments to be moved on a collect or prepaid basis.

At the current time, such territories as Eastern Central, Southwestern and Rocky Mountain, require prepayment on all shipments to New York City weighing under 1,000 pounds.

Truckers concerned by thefts, security and traffic problems, especially in congested urban centers, believe the prepayment procedure would eliminate many of these problems.

The Association, however, believes the long established business practice of shipping on either a collect or prepaid basis is vital to manufacturers and retailers. If the proposal is adopted, they expect manufacturers might encounter serious problems of billing, in addition to having to tie up necessary capital. Retailers they explained, would not only lose control of routing and carrier instructions, but would probably find themselves submerged in freight shipments and paperwork.

The TMA's Industrial Traffic Consultants plan to release additional information as soon as it is available. They caution members, that even if the regulation should be adopted, several other avenues of protest still exist

In a separate action, the Board granted a request by the TMA to defer consideration of several proposals to increase classification ratings on various categories of "Decorations or Ornaments," until its next series of hearings in mid-November.

Amsco wins Merchandiser's top award

Designed by Nunzio Palumbo, vice-president of Amsco, the award-winning Buffy Hairstyling Set package was manufactured by Regal Corrugated Box Company Inc. Amsco Industries has been honored a number of times for excellence in packaging by The Merchandiser Magazine and VASPA.

NEW YORK – Judges of *Merchandiser Magazine's* 34th Annual Competition flipped their wigs recently over Amsco Industries' Buffy Hairstyling Set. In a rare unanimous decision, the judges voted the item worthy of a Gold Award.

According to a spokesman for the magazine, the hairstyling set is the first toy in the history of the presentations, to have ever been named best-of-show. The plaything was judged best out of 1200 entries that ran the gamut of merchandise available at the mass retail level.

Among the factors taken into consideration by the judges were: adherence to federal and state packaging legislation; adequate labeling including safety provisions; graphics; design; and pilferage resistance.

Myron A. Menchel, Amsco president accepted the award from H.F. ("Pat") Smith, vice-president of F. W. Woolworth at the Mass Retailing Industry dinner held here October 7th.

URB Products changes name: now called Oceanic Pools

FARMINGDALE, N. Y. – URB Products Corp. has changed its corporate name to Oceanic Pools.

In making the announcement chief executive officer Lester Kowalsky said: "Since we manufacture Oceanic Pools and are known by that name, the change was logical.

In a related development, two new salesmen have been added to the Oceanic staff.

Michael Caiazzo and Stanley Sinofsky have joined the organization and have been assigned territories covering parts of New Jersey, New York, Connecticut and Canada.

Oceanic Pools is a division of A.J. Industries Inc.

ELDON'S COMPUTER TRUCK IS PROGRAMMED TO MOVE.

There's no end to where our new Computer Truck can go. As a toy that's true. And as far as sales go that's true.

You see, there's never been a toy like this before. First off, Computer Truck seems to move automatically, but is actually following a pre-planned course that can be changed over and over. In fact, endlessly.

It works like this. There are 8 blocks which indicate different directions the truck can go. So all you have to do is program the blocks. Push the start button And Computer Truck does what it's told. It's fun. Unique. And fascinating.

That's why if you're looking for a new toy that's sure to move, get Eldon's Computer Truck. Above all it will get your sales moving in the right direction. ELDON Just for the fun of it.

Eldon Industries, Inc., 2701 West El Segundo Boulevard, Hawthorne, California 90250
(Circle No. 28 on Reader Inquiry Card)

HIAA head sees increased use of hobby products in TV advertising

LOS ANGELES—According to Milt Grey, president of the Hobby Industry Association of America, commercial TV producers and advertising agencies for some major corporations have increased their use of hobby products as attention-grabbers.

"This important exposure of models and model kits, used as motivation hooks to sell other products is certainly good public relations for the hobby industry" said Grey.

Grey noted that a company that spends millions on TV promoting its sleep-inducing product recently opened a commercial with a man in bed attempting to relax by building a model plane.

"The producer, ad agency and its drug company client agreed that viewers would accept model building as a 'relaxer' as much as it would if the man were shown counting sheep."

Other commercials have included a pipe-smoking grandfather building a clipper ship model; subliminally shifting the pleasure of model building to the tobacco product. Another depicted a father and son running model trains; the trains symbolizing the bridging of the generation gap. The commercial plugged a soft drink, stressing a taste that appeals to both generations.

An ad for sports cars used flying model planes to sell the image of outdoor adventure.

Grey said much of this exposure has been accomplished as the result of a long-range public relations program fostered by the HIAA.

"Ad agencies and TV commercial producers were advised by our p.r. consultants of the variety of models and model kits available, and the wide appeal of these authentic products" he pointed out.

Grey explained that a continuing flow of creative ideas for the use of models in commercials are submitted to writers of TV commercials.

Among those companies who have used products in this connection are: Chrysler Corp., Compoz, Eastman Kodak, Excedrin, Ford, General Cigar Co., General Motors, Gulf Oil, Pepsi-Cola, Santa Fe Railroad, Shell Oil, Union Pacific.

"WORLD'S FINEST TALKING DEVICES"

The DTD6 - - - Made by Ozen of Japan
Exclusively for us

- Designed for easy insertion by means of four screws into molded dolls or toys.
- Mechanically perfect—excellent sound quality.
- Supplied with one or more records that play on both sides and can be interchanged.
- Records give 30 seconds of continuous talk, song, or music, also can be made to contain up to ten short sentences.
- Numerous doll records available in English, Spanish, French, German, Italian, and other languages.
- Records also expertly made to customer's specifications.

Many other types of miniature sound devices available to suit every need in the toy promotion and advertising fields! ! ! ! ! ! ! ! ! ! !

DICKER TOY DEVICES, INC.
233 Broadway, New York, N.Y. 10007
(212) WO2-3232

Twenty-five years of reliable service to the toy industry.

(Circle No. 29 on Reader Inquiry Card)

Toy buyer changes set at Steinberg-Baum

CHICAGO—Stan Kallick has resigned as general merchandise manager of Steinberg-Baum Company, department store chain based at 410 N. Milwaukee Avenue. Mr. Kallick had been with the company for 10 years, including five years as toy buyer.

Daniel Blau has been named merchandise manager. Toy buyer Sherwin Deutchman has been named assistant merchandise manager and will continue to buy toys. In one other change, Ed Schmidt, formerly assistant toy buyer, is the new sporting goods buyer.

Child's World has new store

TAYLOR, MICH. — Child's World Inc.'s president, Sidney R. Rubin, announced the opening of a new Child's World store in the Southland Mall, Eureka Road at Telegraph.

Robert Sedley has been appointed manager of the new store.

Eldon's Touch Command uses air pressure to operate Stingray and Dune Buggy by remote control

$5.99 without batteries

Eldon's Corvette Stingray

Switch hand control on — motorized car responds to the pressure of your fingers. Starts, stops, goes forward or reverse, turns left or right at your command. Hi-impact red plastic body on metal chassis. Tinted windows, chrome-color trim, and rubber tires. 13½ in. long, 6 foot air cable. Uses 2 "D" batteries (not incl.), order pkg. below. From Japan.

49 N 5808—Shipping weight 2 lbs. 8 oz. ... $5.99

Sold only at Sears $3.99 without batteries

Starts, stops, turns, scoots all around at your command from 6 feet away

Eldon's Dune Buggy

Just press hand control plunger to operate this sporty orange dune buggy. Hi-impact plastic body is 7½ in. long, has chrome-color trim and tenna. decals. Rubber tires. Uses 2 "AA" batteries, order package below. From Japan.

49 N 54246—Shpg. wt. 1 lb. 4 oz. ... $3.99

"AA" Batteries. Package of 6

49 N 5402—Shpg. wt. 6 oz. ... Pkg. 99c

England's die-cast metal CORGITOYS

$5.99

$4.99

Chitty Chitty Bang Bang

1 The most fantasmagorical car ever. It even has wings that flick out at the touch of the brake lever. 6½ in. long with detachable stabilizers—front and rear. Chrome-color hood, red and orange "wings." Hand-painted figures are removable.

49 N 54083—Shpg. wt. 9 oz. ... $4.99

Batmobile and Batboat

2 Batmobile really shoots pellets. Removable trailer hauls floating boat. Black, 10½ in. long overall. Batman and Robin incl. Plastic parts.

49 N 54024—Wt. 10 oz. ... Set $5.99

Batmobile only, 5 in. long. Batman and Robin incl. Shpg. wt. 8 oz.

49 N 54025.... $3.99

It's Popeye and all his friends

Characters move in the wacky Paddle Wagon

$5.99

©King Features Syndicate, Inc.

Popeye and Olive Oyl turn from side to side, Wimpy and Brutus pop up and down and Swee' pea swings as this funster rolls along.

Multicolor car-boat is 6¼ in. long, has anchors, cans of spinach and an adjustable dinghy. Plastic parts.

49 N 54585—Wt. 13 oz. ... $5.99

The "President's" Air Force I Jet

"Fly" it manually, flip switch to make lights blink and engines roar. Push-button landing gear flips up or down for takeoffs and landings. Rugged plastic, metal parts, rubber tires. Blue, grey and white, 18½ in. long. Japan. Uses 2 "D" batteries. Order pkg. below.

49 N 5803—Shpg. wt. 2 lbs. ... $6.49

"D" Batteries. Package of 6

49 N 5405—Wt. 1 lb. 8 oz. ... Pkg. $1.49

$6.49 without batteries

Asahi's Flippity Flyer follows fantastic path; battery-operated action is fast and furious

Vividly colored action airplane by Asahi Overseas Trading Company, runs down the runway and climbs a "mountain." At the top of the mountain, the plane does two acrobatic turns and then continues down the mountain. The action continues as the airplane turns around at the turning base at the end of the runway.

Flippity Flyer's flight is stopped when manual switch is pressed. 282

Elegance sets off AMT model

A model of a 1970 Chevrolet Monte Carlo can be created with AMT's 1/25 scale customizing kit. Custom parts include special hood, grille, bumpers, pipes and three complete sets of wheels. Modelers will appreciate the emphasis on luxury. 283

Beauty and Ugly vie in turn to create, destroy a design

Called a duel of design, Byzantium, by The Rolling-Front Game Co., is a game planned to appeal to everyone's creative nature. The player playing the part of Beauty tries to make a pleasing design while Ugly tries to sabotage it. Up to 4 can play. Game contains 57 pieces. 285

Mini racers stress speed

The Porsche 910 (above), and the Ford Group Six are two Superfast models in Lesney Products' "Matchbox" group. Each measures 3" and sells at a suggested price of 69¢. Both autos have sporty design finishes and attain high speeds. 284

Clock makes waking up fun

This double-bell alarm is the most popular model in the Seth Thomas line of "Looney Tunes" clocks. The Bugs Bunny model comes in shiny white with blue bells. It measures 4¾" x 3" and features 30-hour key-wound bell alarm. About $7.95. 286

Flower power updates jeep

In keeping with the times, Buddy L's No. 5114 Jr. Sportster jeep is bedecked with bright flowers. Made of heavy gauge steel, it has a molded 4-seat interior, "Non-Mar" tires, and comes packed in a Touch-N-Sell package. It is 6" x 3⅞" x 3½". 287

Poni's hair is foot long

Uneeda's 20" all vinyl doll is fully jointed, with moving eyes and long rooted hair. She wears mod outfits to complement the different high-fashion hair styles a little girl may create for her. Packed in a shrink-wrapped box. 288

MTD adds five-speed bike to Super Sport Series line

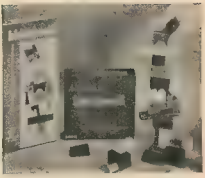
A five-speed model has been added to the MTD Super Sport Series that already contains three and single speed units. Highly stylized along the lines of "Slingshot" Dragsters, the series includes unitized twin frames and reinforced twin support fork assemblies. 289

Tractor is authentic model

Ertl's #180 Massey Ferguson tractor with cab features real steering action, wide front wheel movement, and die-cast, rust-resistant aluminum construction. The red and gray authentic replica has removable weight carrier and pulls farm tools. 273

School bus pulls in fun

The Mascon division of The Leisure Group has created a pull-along school bus for preschool youngsters. Called "Scoot'em School Bus" the toy contains seven Lil' Nuffin characters. These lively figures can be removed for added play value. 276



Heavy promo of 'Blockhead' planned by Saalfield in '70

Blockhead, Saalfield's best-selling game will be heavily promoted in 1970 "to keep it booming," according to R. L. Thorburn, v-p of marketing. There are 3 versions: the regular $1.50 and giant $4 sets for the family and an executive set at $2.50 that offers an extra challenge. 279

Truck set is gift packed

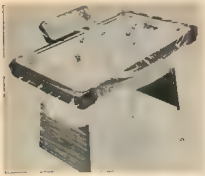
A large, sturdy plastic wrecker and dump truck, each measuring 18" in length, are offered by Irwin Corp. Packages have been designed to occupy a minimum of shelf space and give a maximum of consumer eye appeal. The pair is #405A. 274

Racing enthusiasts compete for high-speed road thrills

When in use, the Tonka Totes compete at high speeds made possible by the Tonka-Tote Launcher and Turn-Around Ramp. For carrying, specially designed clips hold Totes to children's belts, pockets or the Tonka Hard Hat and Racing Helmet. Totes come in many exciting styles. 277

Bulldozer builds up fun

Preschoolers can have hours of constructive fun with Sifo's #229 bulldozer. Made of maple with a natural finish, the toy measures 9" long x 5" wide x 4¾" high. Children will enjoy the fact that the blade lifts and lowers for earth-moving. 280



Hockey game is big league; endorsement by Bobby Orr

This fast-action hockey game on legs has been approved by Bobby Orr, hockey's Most Valuable Player of 1970. It features clear plastic end zone shields, sports timer and more. Designed by Munro Games, it offers wood grain side and leg panels and plastic console control panels. 275

Mini-autos are desk accents

A double pen stand of simulated onyx is available with two swivel pens and an authentic "Matchbox" model of the 1909 Thomas Flyabout. Created by Lesney Products, the pen stand is just one of a new line of home, desk accessories. 278

Miss Peep is lifelike doll

Hug her and she coos, pinch her and she cries, just like a real baby. Doll has exclusive "Life Movement Joints," soft washable body. Made by Cameo Doll, she is dressed in a receiving blanket tied with a wide satin sash. Packed in prize winning box. 281

From France: beautiful baby dolls by Clodrey

1 $9.99

18 inch Charmer with go-to-sleep eyes

1 She's so cuddly soft, you'll want to hold her forever. Her long rooted hair is styled in bouncy ponytails. Wears a perky topper and matching leggings. Has a polyurethane foam-filled body; vinyl arms, legs and head.
Shpg. wt. 2 lbs. 4 oz.
49 N 31508 . . . 69 99

What a chubby, cuddly 18-inch Baby

2 She's such a shy baby, but completely irresistible. She glances at you from the corners of her pretty painted eyes. Has a cute smile, too. Acrylic stuffed body, rooted hair. Vinyl head and hands. Wears a soft play outfit. Wt. 1 lb. 4 oz.
49 N 31506 . 56 99

2 $6.99

Isn't she a darling 17-inch Baby Doll?

3 She's adorable, with her wispy rooted hair, go-to-sleep eyes and happy smile. She has a soft polyurethane foam-filled body; vinyl arms, legs and head. Wears a frilly 2-pc. outfit. Shpg. wt. 2 lbs.
49 N 31504 . . 98 99

3 $8.99

Beguiling 13-inch Baby Doll from France
$5.99

She's dressed for play in her 2-piece lace-trimmed sunsuit. She even has a bright bow in her curly rooted hair. Lay her down and she closes her go-to-sleep eyes. She has a soft acrylic stuffed body; vinyl arms, legs and head.
Shipping weight 12 ounces.
49 N 31507 . . . . . 85 99

13-inch drink 'n wet Baby from France
$4.99

Bathe her, feed her from her bottle, dress her in diaper and lace-trimmed topper, then let her close her bright go-to-sleep eyes. She's jointed vinyl with molded hair.
Shipping weight 12 ounces.
49 N 31505 . . . . . 94 99

Incredibly soft, life-size 22-inch

Baby Dolls

Designed by Furga

$14.99 each

They'll steal your heart away, with their sweet smiles, go-to-sleep eyes and long, long lashes. Each has shiny rooted hair, a cuddly polyurethane foam-filled body, vinyl arms, legs and head. They wear knit leggings, tops and bonnets. From Italy.
Shipping weight each 4 lbs.
(4) 79N31502C–Blonde . . . 14 99
(5) 79N31503C–Brunette . 14 99

4

5

What's Selling • Detroit

Toys on the move in major markets

Autos are favorite toys in nation's car center

DETROIT—Whether it was coincidental or psychological is open to question, but auto-oriented toys have been the top sellers in the Motor City.

What's more, a good deal of the demand has been accounted for by a sudden surge of an old favorite—Lesney's Matchbox Miniatures. They have been sharing "top billing" with the established favorite, Mattel's Hot Wheels, its offshoot, Sizzlers, and its chief competitor, Topper's Johnny Lightning.

Furthermore, the demand for the auto favorites has been more evident at the mass merchandiser level, while specialty stores reported selling more in a wider range of goods.

In addition to Hot Wheels and Matchboxes, the mass merchandisers were moving Cox and Testor's gas-powered planes and accessories, MPC Model Rockets, Parker's Nerf Ball, Madame Alexander Dolls, Barbie Dolls, Ohio Art's Wasp Gun, Eagle Balloons, and Jurts.

And as might be expected, seasonal items such as bicycles and tricycles, baseball equipment, wiffle ball sets, and sandboxes, pools and splashers were enjoying brisk sales.

Around the specialty stores, there was good demand for such items as the Fisher-Price Play Garage, and Fun Jet, Remco's Casey Railroad, and Topper's Dawn Doll.—**Larry Altman**

Field's, Neiman-Marcus, to erect two new stores

CHICAGO—Marshall Field & Company has revealed plans to build a giant new department store on Michigan Avenue, and Neiman-Marcus of Dallas may follow.

Field's announced recently that it will construct a $60 million shopping center on the east side of Michigan Avenue between Pearson and Chestnut Streets.

The center will include a new Field's store of from 150,000 to 200,000 square feet. The company's State Street store, however, will remain the keystone of the Field's chain

Gerald A. Sivage, president of Marshall Field & Company, said that the new store will be "part of a group of new stores, creating in one central location a distinctive market place for high fashion, fine quality and luxury merchandise."

At the same time, according to the Chicago *Daily News*, Neiman-Marcus is negotiating to build a store in a separate complex, estimated at a total cost of $45 million, that will be built two blocks south of the Field project.

DELIVERY NOW!!!
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Red Baron
and his
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D VII GLIDER
RED BARON
FOKKER D-7
RED BARON
BOX PRE-PRICED
$1.00
READY TO FLY
FULL COLOR BOX
Shrink film wrapped for sparkle and protection. A giant size balsa biplane glider with a colorful cartoon figure of Red Baron and his machine gun. No cementing or painting necessary — special decals included.
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(Circle No. 43 on Reader Inquiry Card)

GAF Talking View-Master and Henry Fonda on television... an unbeatable profit opportunity!

Henry Fonda stars in TV commercials for the amazing new GAF Talking View-Master and for other GAF View-Master products throughout 1970. The commercials will appear on network television shows like Johnny Carson, Dick Cavett, Merv Griffin, and the Today Show... children's shows like H. R. Pufnstuf, the Archie Comedy Hour, Jerry Lewis, and the exciting new Hot Dog... and many, many more. It all adds up to year-round View-Master profits for you. For details write: GAF View-Master Sales Department, 140 West 51st Street, New York 10020.

gaf® VIEW-MASTER
STEREO PICTURES AND VIEWERS

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How do you reach a TV audience in print?

Kids who watch television Saturday morning read about their favorite characters the rest of the week in Gold Key Comics…it's like buying television. No other medium reflects TV's Saturday morning profile like Gold Key Comics. • More licensed TV characters than all the other comic magazines combined! • More boys than Boys' Life • 17 different pre-sold characters a month. • 4½ million basic circulation a month, reaching 27 million boys and girls nationally. • A four-color page with a CPM of $1.00. • A B&W page with a CPM of $.80. • You can split-run your copy to have one ad aimed at boys and one ad aimed at girls *at no extra charge.*

Here's just a sampling of over 200 different Gold Key titles published yearly: Scooby Doo • Dastardly & Muttley Heckle & Jeckle • Pink Panther • Lancelot Link • Yosemite Sam • H. R. Pufnstuff • Where's Huddles? • Tarzan of the Apes • Tom & Jerry • Mickey Mouse • Dark Shadows • Uncle Scrooge • Porky Pig • Tweety & Sylvester • Smokey Bear • Beep, Beep The Roadrunner • Ripley's Believe It or Not • Walt Disney's Comics and Stories • Super Goof • Beagle Boys • Voyage to the Bottom of the Sea • Bugs Bunny • Daffy Duck • Donald Duck • Woody Woodpecker • Banana Splits • Huey, Dewey & Louie • Family Affair • W. D. Moby Duck • Hardy Boys

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GOLD KEY

Gold Key Comics

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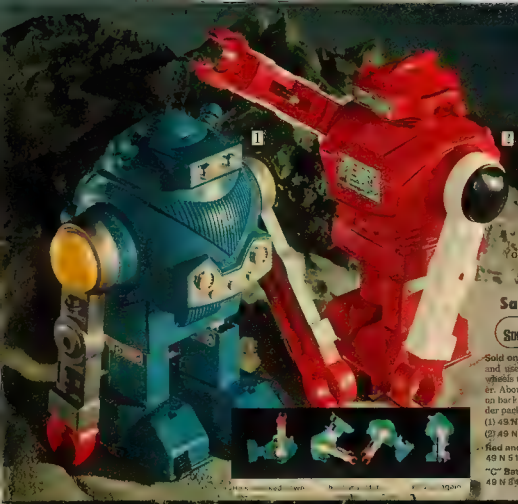

The Swinging Shuffling KARATE ROBOTS

1

2

You can knock them down but they won't stay down

Each $5.99 without batteries

Save $1 when you buy both

A value that's SOMETHING SPECIAL

ONLY $10.98 set (without batteries)

Sold only at Sears. They turn a backward somersault and use their long, wrench-shaped arms and ratchet wheels to get back up after a fall. Even fight each other. About 7½ inches tall. Plastic with rubber stoppers on back to cushion falls. Each uses 2 "C" batteries. Order packs as below

(1) 49 N 53102—Blue Robot. Wt. 1 lb. 2 oz. . . Each $5.99

(2) 49 N 53101—Red Robot. Wt. 1 lb. 2 oz. . . Each 5.99

Red and Blue Robot Set. (1 and 2 above) *Sep $11.98*

49 N 51012—Shipping weight 2 lbs. 4 oz. Set **$10.98**

"C" Batteries. Package of 6

49 N 8406—Shipping weight 12 ounces Pkg. $1.19

4 Awesome Animals

Jaws snap, eyes and mouths glow as they lumber along . . . you control their movements by remote control

YOUR CHOICE

Each $2.99 without batteries

3

4

5

Dinosaurs right out of history

You can stage the meeting of 2 of the fiercest dinosaurs that ever walked the earth. Push the remote control button . . . they walk forward or backward. All plastic. Each uses 2 "D" batteries. Order package at right.

(3) **Tyrannosaurus.** 8¼x4x6 inches high

49 N 53038—Shipping weight 12 ounces . . Each $2.99

(4) **Triceratops.** 9x4x4 inches high

49 N 53039—Shipping weight 14 ounces . Each $2.99

Buy both Dinosaurs and save 3%. Separately $5.98

49 N 5304—Set of 2. Shpg. wt. 1 lb. 11 oz. . . . Set $5.49

Today's animals of Africa and Asia

The hippopotamus and rhinoceros . . . two mammoth animals that lumber around the plains of Africa. Push control button, plastic animals go forward or backward. Each uses 2 "D" batteries. Order pkg. below

(5) **Hippopotamus.** 9¾x7⅝x4¾ inches high

49 N 53041, Shipping weight 1 lb. 1 oz. $2.99

(6) **Rhinoceros.** 9x7x4½ inches high

49 N 53042 Shipping weight 13 ounces $2.99

"D" Batteries. Package of 6.

49 N 8405—Shipping weight 1 lb. 8 oz. . . . Pkg. $1.49

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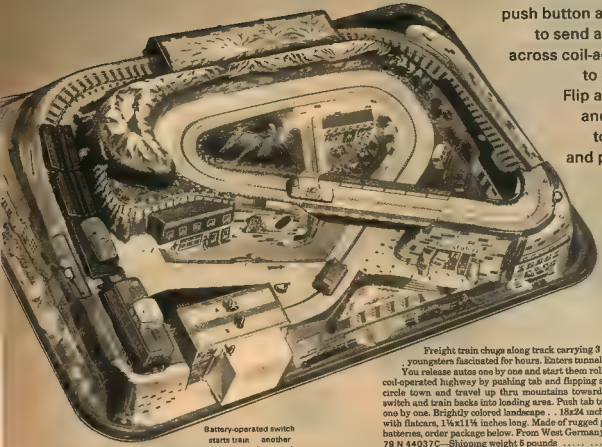
(Circle No. 33 on Reader Inquiry Card)

Action-packed AUTO-TRAIN

Train carries autos to unloading area . . . push button and flip switch to send autos traveling across coil-active highway to loading point. Flip another switch and train returns to loading area and picks up autos

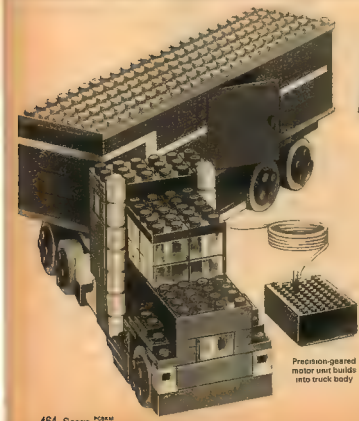


Battery-operated switch starts train another moves auto along road

$9.99 without batteries

Freight train chugs along track carrying 3 flatcars full of action to keep youngsters fascinated for hours. Enters tunnel and stops at unloading area. You release autos one by one and start them rolling on their merry way over coil-operated highway by pushing tab and flipping switch to activate coil. Autos circle town and travel up thru mountains toward loading area. Flip another switch and train backs into loading area. Push tab to move autos back onto train one by one. Brightly colored landscape . . 18x24 inches long, 8 inches high. Train with flatcars, 1¾x11¼ inches long. Made of rugged plastic and metal. Uses 2 "D" batteries, order package below. From West Germany.

79 N 64037C—Shipping weight 5 pounds 9.99
49 N 8405—"D" Batteries Pkg. of 6. Wt. 1 lb. 8 oz . . . . . Pkg. 1.49



Precision-geared motor unit builds into truck body

some of the things you can build

LEGO® MOTORIZED TRUCK SETS

Build your own remote control trucks that move forward and backward

325 pieces **$14.99** With power unit

Build operating trucks, tractors, construction equipment and much more with this Lego kit. Rugged high impact plastic blocks come in various sizes of red, white, gray and blue. Just press together . . blocks lock together securely yet can be easily taken apart. Doors actually open, close. Insert motor unit to operate by remote control. Power unit uses 3 "C" batteries, order pkg. below.

49 N 16146—Shipping weight 2 pounds 4 ounces. . . . . Set 9 14 99

"C" Batteries. Package of 6.
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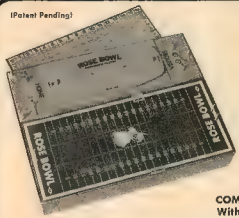

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COMPUTERIZED FOOTBALL
With Analog Computer

You're the quarterback with a computerized game plan! Will the defense cross you up? Two opposing teams make programmed moves and the COMPUTER "READ OUT" gives the resulting plays. For 2 teams or 2 players. Complete with molded ANALOG COMPUTER, computerized game chart, realistic football field, game equipment and instructions. **Retail $6.98**

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Exciting bowling game, played and scored the same as big-league 10-pin bowling. Contains ten ⅝" Catalin black and gold bowling cubes; leatherette bowling cup; pencils and official score pad. All in attractive self-on-sight, shrink-wrapped display box.
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THE TRUTH IS THAT MINITRIX, the ultimate in N gauge, has the finest quality locos, rolling stock and track systems available today!

THE TRUTH IS THAT MINITRIX is the product of over 40 years experience in the manufacture of precision-crafted model railroad equipment!

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THE TRUTH IS THAT MINITRIX has developed unique new items... like self-contained layouts with Pre-fab, Snap-in track systems* and the unusual 3-dimensional "Diorama," a ready-to-roll train set.

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3 New Ways To Up Sales from MURRAY

MURRAY "Ram Rod" Velocipede

Here's an entirely new concept — the appearance of a parkcycle and the performance of a velocipede. Twin truss frame. Training wheels included. Two sizes. Tikes really go for this model.

MURRAY Fire Drag-On

Little hot-rodders go wild over the realistic race car styling. New plastic motor exposed in front like actual racers. Sporty flam yellow color with flame red overspray.

MURRAY Jet Plane

Especially designed for the junior jet set. Full ball bearing chain drive and wheels for easy pedaling. Sleekly finished in arctic white with sapphire blue trim.

THE MURRAY OHIO MFG. CO. Nashville, Tenn. 37204

(Circle No. 30 on Reader Inquiry Card)

Bill of lading ruling temporarily shelved

NEW YORK—Proposals by the Freight Forwarders Tariff Bureau and individual Freight forwarders which would have cancelled the right of individual shippers to issue corrected bills of lading and to collect refunds under certain circumstances have been tabled for seven months by the Interstate Commerce Commission's Board of Suspension.

The proposals had been scheduled to become effective on August 18, 1970, on a nationwide basis.

If the proposal is finally accepted it would mean that any shipper subject to ratings based on density that fails to show the density on his bills of lading at time of shipment will be charged the highest rating published. This would occur even though the shipper might later furnish proof that the shipment had a heavier density than was assessed by the forwarder. The shipper would in no way be able to collect a refund under this new proposal.

The TMA charges that the proposed action is a "callous victimization" of the shipping public.

MGM and ABA players reach merchandising accord

In New York following the contract signings are (L-R): Jack Dolph, pres. of ABA; David J. Jacobson, MGM Merchandising head; James T. Aubrey, pres. of MGM, Larry Jones and Arlen Preblud, pres. and executive director, ABA Players.

NEW YORK—James T. Aubrey, Jr., president and chief executive officer of Metro-Goldwyn-Mayer Inc., Jack Dolph, commissioner of the American Basketball Association and Larry Jones, president of the American Basketball Player's Association have announced the signing of two important merchandising contracts.

One of the agreements is between MGM Merchandising Corporation, a subsidiary of MGM, Inc., and the ABA. The other is between MGM Merchandising and the ABA Player's Association.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, books, clothing, special films, premiums and franchising.

Ideal moves Chicago office; Mirro takes over vacated space

CHICAGO—Ideal Toy Corporation vacated its office at 1419 Merchandise Mart and moved to a new office and warehouse location at 4135 S. Pulaski Road. Its space in the Mart has been taken by Mirro Aluminum Company.

Steinberg-Baum reopens

SHEBOYGAN, WIS.—Steinberg-Baum Company will reopen its store here by Thanksgiving. The outlet, only one in Wisconsin owned by the Chicago-based chain, was destroyed by fire in June.

TAROT IS HOT!
...and we have the best of Tarot!

Authentic 14th Century Tarot Fortune Telling Deck. Tarot Book "Tarot Cards for Fun and Fortune Telling" by S. R. Kaplan. Tarot Fortune Telling Game. Tarot Fortune Telling Blocks. Tarot Posters.

Send for fascinating color catalog.

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468 Park Avenue South • New York, N.Y. 10016

(Circle No. 31 on Reader Inquiry Card)

New! MURRAY power-buggy

2 to 5 year old tykes go wild over these power-buggy features:

BATTERY POWERED — re-chargeable dry cell

HI-IMPACT PLASTIC BODY — extra sturdy

CHILD STYLED — low slung profile, Mag Wheels, and Super Track wide oval tires

REALISTIC DESIGN — simulated tachometer and fuel gauge, tail lights, dual exhaust

ACCELERATOR PEDAL on FENDER – plenty of leg room

STICK SHIFT for forward or reverse driving

Loaded with play value, the Murray power-buggy offers extra sales opportunities for you. Feature it now

THE MURRAY OHIO MFG. CO.
Nashville, Tennessee 37204

(Circle No. 53 on Reader Inquiry Card)

Earning picture bright at Domain Industries

NEW RICHMOND, WIS.—With a new corporate name for their highly diversified company, stockholders at Domain Industries, formerly Doughboy Industries, are looking forward to another year of record earning.

The projection of an increase in earnings for the current fiscal year which began February 1, came from the firm's president, James H. Buell, at the annual stockholder's meeting at which the name change was approved.

Despite the slump in the U.S. economy and declining sales and profits in many companies, Buell explained, the future of Domain Industries "is very bright" because the diversified firm is building on a strong foundation made possible by its diversifications.

Net sales during the first quarter, he reported, totaled $12,355,000, a slight gain over the $12,235,000 for the same period of a year ago, but earnings declined. They totaled $41,000 as compared to $261,000 for the same quarter a year ago, but Buell had an explanation for the drop.

"The first quarter operating earnings decline is attributable almost solely to shipping problems on raw materials and finished products in the Packaging Machinery Group and Recreational Products Division," he said. "The shipping problems, not internal in the company are being removed."

In reply to a question from a stockholder, Buell explained that the problems were caused by the trucking strike which has tied up products of many companies.

Lawrence Cowen

NEW YORK—Lawrence Cowen, former chairman and president of the Lionel Corporation, manufacturer of model trains and electro-mechanical devices, died at his home here, July 15.

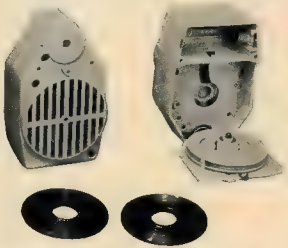
The 63-year-old Cowen became president of Lionel in 1946. His father, Joshua Lionel Cowen, had been founder of the concern that achieved the distinction of the being the first manufacturer of toy trains to find its stock listed on the "big board."

Cowen resigned as chairman and director of Lionel in 1959 after a new group assumed control of the firm.

Survivors include his widow, the former Vicki Hanellin; a daughter, Mrs. Jane Nellissen, and two grandchildren.

MYRA PRODUCTS "SOUNDS OFF" *with Record Playing Devices*

- **Clarity — No Distortion**
- **True Sounding**
- **Talking, Singing, Musical-Recordings**
- **Stock Made To Order**
- **Versatility — Adaptability**
- **Standard Types**
- **Made to Specifications**



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Open Back — Interchangeable Type Speed Control
1.5V — 4¼ x 2⅝
Also Available DP6 SSC Fixed Type

JUKEPET

- Battery Operated
- Miniature Jukebox with 4 melody
- "cheerful melody" — Whenever you deposit money

(DP9) Fixed Record Type Continuous Play 1.5 Volts—4x3⅜

(DP8) Pull String—Fixed Type 3⅜ x 2¼

(SD17) 6 Record Selection —Fixed Type 1.5V —4½ x 3

(DpT0) Miniature Open Back Interchangeable Type 1.5V—3⅜ x 2¼

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(Circle No. 27 on Reader Inquiry Card)

Superelasticbubbleplastic forms multi-color balloons

Packaged in a tube, Wham-O's durable striped Superelasticbubbleplastic forms brilliant but unduplicatable psychedelic patterns of huge proportions when blown through the accompanying mouthpiece. National distribution for the product is being backed by huge campaign. 298

Maxi-Boggan is added to Cosom's plastic slider line

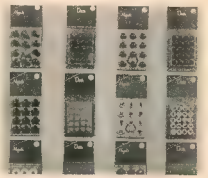
Growing sales of Cosom Corp.'s original Mini-Boggan plus the success of their "Super 60" size has led to the addition of an adult-size Maxi-Boggan to the line of sliders.

Cosom's expanded Mini-Boggan line now includes the original 42" size for kids age 3-10, the 60" "Super Sixty" for ages 11 to 14, and the new 96" Maxi-Boggan for teens and adults.

Cosom's acquisition of Bronko-Boggan gives them 2 slider lines. 302

G. I. Joe is a scuba diver

Clothed in a 3-piece scuba suit, swim fins and face mask, G. I. Joe sets out with spear gun to end "Danger of the Depths," one of the 12 adventures in the Hasbro series. Each unit includes equipment and clothing plus adventure booklet. 299

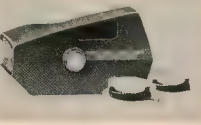


Memo holders and push pins are designed to be shown

Magnetic memo holders and push pins are ornamental enough to turn a humdrum collection of memos, grocery lists and phone numbers into a decorative home information center. Made by Alco, the line features six basic themes, including: Lady bugs, Zodiac signs, fruit, etc. 300

Carapace is game for two

In Plan B's challenging game, the winner and loser are determined before the first round begins. Players switch positions before playing round #2. Speed of victory and skill in prolonging defeat determines how well game was played. 303

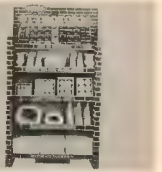


Kenner's Easy-Show projector now shows color films

Kenner Products' Easy-Show Color-Film Motorized Projector includes three movies—all in color and all on continuous-loop film cartridges—featuring TV favorites Scooby-Doo, Penelope Pitstop, Wacky Races, and Smoky the Bear.

The item projects movies on walls, ceilings or any surface, over and over, without rewinding.

The Easy-Show Projector comes in high-impact plastic case. 301



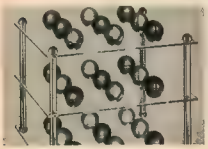
Craft House rack assortment allows total merchandising

International Assemblix Corp. manufacturers of Craft House products, is now shipping their #3511, Combination Basic Styrofoam and Trims Starter Assortment with a colorful compact rack. This provides for simultaneous sales of Styrofoam Basics and trims. 304

Nylint's steel model wrecker and tow truck has been awarded Parent's Magazine Guarantee Seal

The grooviest wrecker on the road is dubbed Li'l Tow by Nylint. Its features include a lever-action lift for quick, easy towing; steering wheel; two fabric-like bucket seats, chrome wheel covers and oversize rear "shicks."

Made of durable steel, the model has smooth rolled edges for safe play. Overall size of the model is 9¼" long x 3 9/16" high. 290



Tic-tac-toe is tri-level

Multi-State Toy has a new variation on an old theme. Their 3-D Tic-Tac-Toe comes in clear plastic with 28 one inch amber and blue glass balls. Games comes packed in a colorful display box and is suitable for the whole family. About $5.95 retail. 291

Accent is on youthful taste in Huffy's West Coast line

Recognizing the market differences of the West Coast market from the rest of the country, Huffman Manufacturing has styled a completely different line for this market. Featured are boys and girls Dragsters called Moon Buggys in an Astro Blue finish with 16" front tires. 293

Dispenser sells Play-Doh

Rainbow Crafts has made available a Mini-Can Dispenser for its well-known modeling compound. Measuring 3⅜" x 13" x 7¾", the dispenser can fit on counters or shelves. As an added feature, the Play-Doh Mini-Cans gravity feed 'till sold out. 292

Four ready-to-go from Tyco

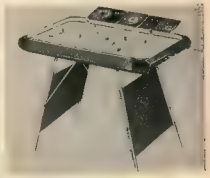
A Ferrari P-5, a 427 Cobra A/P racer, a Dune Buggy and a Super Modified Hot Rod have been added to the Tycopro HO Racing Car line, which now includes 12 models. All feature fully-integrated chassis and torque HT-50 motor. 294

Budding artists emboss foil

Beautiful embossed designs on foil as well as individually-created metal objects are possible with Kenner's Spirofoil set, latest in their Spirograph line. Set includes frame to hold foil or paper, Spiro rings and bar, and Spiro wheels and gear. 295

Box shows boat in action

Young sailors won't have a problem viewing their Gay Toy Inc. boat before they buy it with the new carton designed by Container Corp. of America. No visibility is lost when boxes are stacked, while bright colors add eye appeal. 296



Official N.H.L. Hockey game is offered in deluxe models

Either the seven NHL Eastern Division teams or their Western counterparts are available in Coleco's N. H. L. Trophy Hockey games. The deluxe console models feature steel legs and side mouldings in wood finish, recessed player control panels, and extra player for excitement. 297

According to our latest research... Fun and sales go hand in hand with

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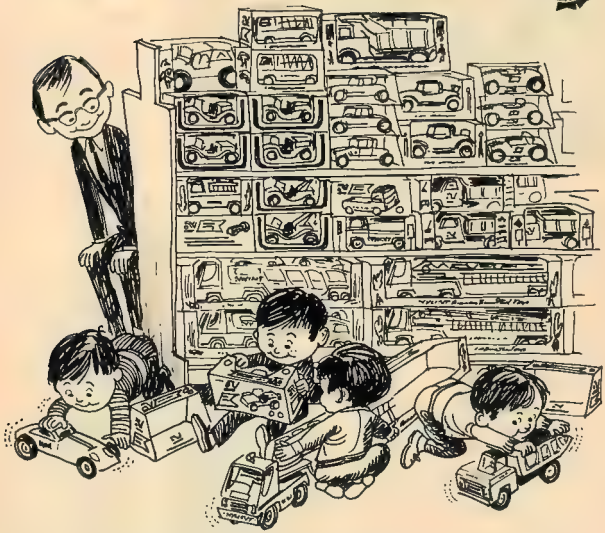
GUARANTEED PARENTS' MAGAZINE



Maybe the customers aren't always right, but at least they're having a good time. And besides, it's just another way of illustrating a point: that there's more fun appeal . . . and sales appeal . . . to Nylint steel toys! And a lot more year-round profit, too. Mighty important, don't you think?

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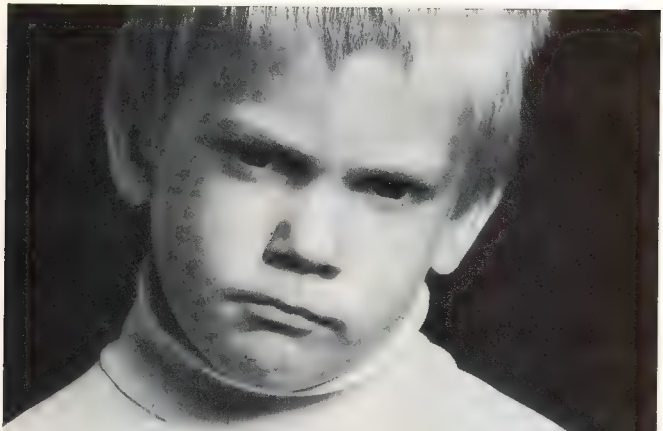
America's Finest Steel Toys

NYLINT

(Circle No. 37 on Reader Inquiry Card)



Kids are Tough! But Pines electric cars are tougher

You bet your sweet profits they are. Every Pines electric car has a steel chassis, steel axle, padded seat and full backrest. They will actually carry a 200 pound adult!

But what makes a Pines electric car even tougher is a special material selected to last and last and last. It's called "moplen" and it's supplied to us from Novamont Corporation."Moplen' gives Pines cars an attractive lasting high gloss finish. It also has anti-stat so dust will not collect while on your display floor.

What does all this mean to you as a dealer? Just this. When you sell a Pines electric car you know it won't be back in a couple of days with splits, chips and cracks. It's a lot tougher than kids. And that's the toughest test of any plastic car. While we're on the subject we'd like to remind you that Pines electric cars actually sell for less. So they sell faster And we don't have to tell you what that means in terms of profit for you.

If you're interested in being a Pines dealer (and you should be) write; or wire to-day for your catalogue and price list. Then you'll see just how tough a line like Pines is to beat

Pines

Pines of America Inc., Fort Wayne, Ind.

NOVAMONT CORP.
NEW YORK, N.Y. 10017

(Circle No. 28 on Reader Inquiry Card)

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mini juke box w/4 melodies
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PLAYMATE TOYS, INC.

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(Circle No. 25 on Reader Inquiry Card)

Sears Tower in Chicago to be world's highest

CHICAGO—Sears, Roebuck & Company announced plans to build a 110-story office building, the largest in the world.

The new Sears complex will be built on a two-block site bounded by Wacker Drive, Adams Street, Franklin Street and Jackson Boulevard. To be known as Sears Tower, it will cost more than $100 million.

Sears Tower will be 1,450 feet high, or 100 feet higher than New York's World Trade Center and 200 feet taller than the Empire State Building.

Gordon Metcalf, chairman and chief executive officer for Sears, said that the structure should be completed by early 1974. Its gross area will consist of 4.4 million square feet, which is 600,000 less than the maximum allowable on the site under Chicago zoning laws.

Sears plans at the outset to occupy the first 50 floors, Mr. Metcalf said. When the building is completed, it will house 16,500 occupants, including 7,000 Sears employes. Sears is expected to use about 2.2 million square feet and rent the remainder for commercial and office use.

Sears also has left open some 20,000 feet of adjacent ground space, which Mr. Metcalf said might be used in the future for construction of "a bank or a hotel or some other kind of building."

Marksman's new facility triples former location

TORRANCE, CALIF.—Marksman Products Division of L&R Industries, Inc., has moved its headquarters offices and manufacturing and warehousing facilities to a 40,000 square-feet plant at 2133 Dominguez St. here.

The building triples Marksman's former space and will increase its capacity to manufacture air pistols, air rifles and related accessories, according to president, Richard W. Kazmaier.

Named to board at Samsonite

DENVER—Maurice B. Mitchell, Chancellor of the University of Denver, has been elected to the board of directors of Samsonite Corp.

Dr. Mitchell has been honored with many awards for his contributions to education and communications.

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OTJ Spring Wind Motors ..for toys of all ages, the action *motor*. Delivering lasting performance at the lowest prices in the world. *No wiring* means *lower labor costs* means *more savings for you!* Just select the motor you need from our unlimited selection of quality spring-wounds. No matter what your action plans, we have the *motor* for you. And if it's not part of our regular line, we'll build it to your specifications. Delivery and satisfaction guaranteed.

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(Circle No. 23 on Reader Inquiry Card)

AdWise

Fun in the sun is major ad push

As in the previous month, dealers across the country have been promoting their outdoor items. Though many retailers are sticking to pools, gymsets and other big outdoor staples, some enterprising dealers are featuring the smaller, lower-priced family fun games and backyard items.

In this tight-money period, some stores advertise "pre-inflationary" prices to pull cautious customers into the stores.

Following are some excerpts from a cross-section of ads that appeared last month:

Baltimore, Toy Barn: 18' x 4' deep family pool package, $302.72; 12' x 42" with 3" ledge family pool, $89.72; Romper Room punch ball, 57¢; Blazon 6-legged gym with swing and slide, $39.82.

Minneapolis, Play World: Gym Dandy Gym-ee gymset, $29.95; Wilson tennis racket, $8.88; 24' x 48" deep vinyl "brick" pool, $499.00.

Livonia, Mich., Children's Bargain Town: Murray 20" Wildcat Polo bicycle, $34.87; Hedstrom sidewalk bike, $16.94; Remco American two-seater sandbox, $8.97; Remco Tricky Peter Penguin, 97¢; Coleco Royal 6'x15" pool, $10.94; Muskin Crest 8'x20" pool, $15.47.

Pittsburgh, Kaufman's: 99th anniversary sale features Hot Wheels sprint set, $6.90; Rocky Marciano punching set, $18.40, log cabin playhouse, $34.90.

Bridgeport, Conn., Play World: horsehide baseballs, 59¢ each; 25% off on every baseball glove in stock.

Reading, Pa., Baby Town Toys: Remco 8-leg play gym, $39.99; Gym Dandy 4-seat whirlwind; $16.99; Kenner Dune Buggy, $29.99; Muskin Crown 5-piece pool package, $49.99; Sparco 16-piece pool package, $279.99.

Manchester, N.H., Child World: Horse Rider gym with slide, $34.88; Blazon kiddie teeter rock, $8.88; boys' & girls' hi-rise bicycle with chrome fenders, $29.88.

Des Moines, Iowa, Toy Fair: Creative Playthings' toys include Clutch Ball, $3.00; Threading teaching tool, $5.00, Playtown Dollhouse, $18.50; Sasha dolls, $16.95.

East Fullerton, Calif., Toy City, Tonka Crazy A's, $1.22, Cox Dune Buggy, $12.53; Wham-O Hula Hoop, 66¢; Remco's Boatnik, $3.99; Finger Ding doll, $2.33; Parker's Phony Baloney puzzle, $1.43; Nerf Ball, 93¢.

Rome, N.Y., Bargain Center: 6' poly pool $3.99; Blazon's Cube Tower, $23.88; Gym Dandy's Gym-ee play gym, $37.88; Blazon's Bailey Circus, $9.66.

Pittsburgh, Pa., Children's Palace: Murray Fire Truck adjust-o-matic, $21.49; Ideal's 80" diameter vinyl pool, $7.33; AMF 4-seat Merry-Go-Round, $23.97; Empire Buck 'n Bronc, $9.93; Turco 6' slide, $11.93.

Dayton, Ohio, Rike's: Family game sale includes Takraw, $3.99; Croquet Set, $9.99; Volleyball, $9.99.

Captain Kangaroo CBS TV Network

CONCENTRATED

the week BEFORE Thanksgiving
the week OF Thanksgiving
the week AFTER Thanksgiving

PUT
Silly® Putty
the ACTIVE ingredient
in your CHRISTMAS TOY MIX!

NOTHING ELSE IS
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the toy with
ONE
MOVING PART

SILLY
PUTTY
MARKETING
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NEW HAVEN,
CONN.
06503

(Circle No. 8 on Reader Inquiry Card)

Book tells all about Tarot

U. S. Games Systems, distributors of a 78-card Tarot deck, is now selling "Tarot Cards for Fun and Fortune Telling." The 96-page book gives descriptions of each card and interpretations of the symbolic pictures. $3.50 prepaid. **141**

Infant jumper in doll size should be popular seller

This popular infant jumper device has been reduced to doll size by Uneeda Doll Co. It has wooden cross bar, elastic straps and cloth seat. Product features a 19" soft-body "newborn" doll, dressed in a cotton playsuit, on a jumper swing in a demonstration box. **144**

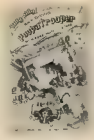
New kit builds WWII fighter

One of the latest 1/32 scale airplane kits from Revell, Inc. is No. H-275, the F4U-1 Corsair. The World War II plane saw service in the Pacific where she destroyed 2,140 enemy aircraft, Only 189 Corsairs were lost. Kit is perfect for history buffs. **147**

Walt Disney bag-toss game has double hardboard target

The No. 135 bag toss game from the Wolverine Toy Co. has a durable hardboard target printed with Disney characters on both sides, making two games in one. The 25" x 17" board is framed in plastic and has a wire stand. Four cloth bean bags come with boxed set. **142**

Jump ball for younger kids

The Kidi-Jump Ball, built for small children by Stebco Industries, stars an animal figure perched on top of the ball. Constructed of heavy-duty vinyl, which insures permanent resiliency, the ball has an automobile tire type air valve with dust cap. **145**

Silly Dilly Poopatroopers

Imperial Toy Corp. offers three assortments of Sky Diving Poopatroopers. The colorful and comic, soft vinyl Sky Divers launch themselves off shelves and land with aid of their attached parachutes. No. 515 shown, gives three for 59¢. **148**

Hockey game has pro details

The Super-Pro table-top hockey game from Munro has many realistic features—console control panel, center-ice face-off puck dropper and electric goals scored buzzer. The 21¼" x 37⅝" game is advertised nationally on TV. **143**

Groovy Graphs great design

E. S. Lowe provides an instant, easy way to achieve art. A twist of a knob creates infinite design variations when coupled with colored pens, pencils and crayons. Groovy Graphs comes in a demonstration blister package with instructions. **146**

Mixer barrel rotates as Structo's truck travels

Young builders get action with this cement mixer, No. 853. The mixer barrel revolves as the Structo truck moves and tilts to dump. Truck has all-steel body and frame, detailed molded simulated water tank, mixer barrel and loading chute. Toy is 9 and 7/16" long. **149**

Soft goods man turns to toys

Bill Moscoso

When Bill Moscoso left Quito, Ecuador for the United States, the furthest thing from his mind was probably the toys and games field.

But today, fourteen years later, Moscoso earns his livelihood as toy buyer for The Hecht Company in Washington, D.C.

"It seems so long ago," he says with the quiet smile that belies an animated personality. "I came to this country by myself in 1957 in order to study at Georgetown University. So much has happened since then."

Majoring in business administration, Moscoso garnered a taste for retailing. When the opportunity arose, he accepted a job at The Hecht Company and began the slow but steady rise that has led to his present position.

"I started at the bottom," he recalls. "The real bottom. My first job was as a stock boy. From there I went into sales. After that I was promoted to assistant buyer for men's furnishings, and then section manager for the men's department."

After having been a soft goods man, Moscoso was surprised—but pleased—when he was offered the toy buyer slot after twelve years with the company. "We held a family conference," he notes. "My eight-year-old girl and my six-year-old boy agreed that this is where my future lay. They expect this to be their best Christmas ever."

Moscoso picked up the department's reins in February of this year, right after Toy Fair. The position is a challenge to him considering that he is new to the field and that he follows in the footsteps of one of the industry's stalwart buyers. But Moscoso has brought fresh ideas to the department.

One of his first acts as toy buyer was to decentralize the toy department. A special 88¢ counter set up in the downtown store, was placed near the escalator to capture impulse sales. To this, Moscoso added doll clothing, markdowns and low ticket miscellanea. The idea was so successful that he has set up a "Doll House" boutique, also outside the toy department. In it he has combined high ticket plush with high ticket dolls, achieving a note of elegance.

Moscoso is committed to the idea of a full shelf. "One of the things I have noticed," he states, "is that when we have the merchandise and display it, we sell and sell well. You have to have a spread if you want to be the leader. We're an all-year-round department you know. There's a birthday every day of the year."—**H.F.**

TOY TINKERS Division of A. G. Spalding & Bros., Inc.
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(Circle No. 28 on Reader Inquiry Card)

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Shouldn't You?

Wheelgoods by Murray are the odds on favorite of the juvenile jet set. Sales grow year after year. Cash in on this preference. Feature Murray—see how *your* sales grow.

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Nashville Tenn. 37204
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ALWAYS HOT — Murray fire trucks (shown at right) are sure fire profit producers

MAKE "HAY" — Extra realism makes Murray tractors easier to sell

COMMENDED by PARENTS MAGAZINE

The key for success: get close to toys

In some circles it may sound strange to refer to your job as your hobby, but when you add that your job is toy buyer for 110 Interstate Stores located throughout the United States, it begins to make sense.

Stanley Silber

For Stanley Silber, a native New Yorker from a family of doctors, those words don't sound strange at all.

Silber, only 17 when he left New York for the Mediterranean aboard a Navy aircraft carrier as a gunner's mate in 1944, never imagined himself buying toys for an occupation. The ruddy-faced, blonde seaman had planned to return home at the end of the war and study premed. But after one year, he left school to be receiving clerk at Bond Stores. From there he spent eight years with Alexanders, five of them in men's wear.

Now, ten years after joining Interstate as toy buyer, Silber looks back on his career with satisfaction and some degree of wonderment, too.

Silber has plenty to say about the business he likes so much. From his "home" at Interstate he advises people entering the field of toys, "Work on the floor and get involved with toys. Feel your toys, get to know them. It's the only way." Even today, Silber is getting involved with toys.

What of the industry itself? Silber believes everyone in the industry must become involved. "The research and development people come up with great ideas for different toys, but it's up to us to get to work on new packaging and developing new brand names if we're going to sustain the business and move ahead." While he believes in creating new names and making "fattness" Silber also believes in American businesses. Imports are great for a good mix in gross profit dollars, he feels, but should never be more than 10% of your goods.

As far as predicting trends, Silber counts on California for the wild, gimmicky items. For the rest of the country he feels the concentration should lie with getting into different areas and expanding lines. Bulk items, he says, have become vital to the business and now's the time to bring in the $200 pools along with the $80 pools.—D. B.

Die Cast Guns For Plastic Ring Caps

They smoke with every shot

8 & 12 Shot Guns

#736 "Secret Agent Pistol" (Gun Metal)
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Carton Pack: 6 Doz.
Weight: 42 lbs.

#725 "Super tec 8" (Gun Metal)
Length: 5¾ in.
Carton Pack: 6 Doz.
Weight. 34 lbs.

#733 "Super Cowboy" (Silva Flash)
Length: 9½ in.
Carton Pack: 6 Doz.
Weight: 47 lbs.

- BREAK-OPEN ACTION
- FIRES PLASTIC RING CAPS
- REVOLVING CHAMBER
- STRONG DIE CAST METAL

8 & 12 Shot Plastic Ring Caps

#1329 48 PLASTIC RING CAPS for all 12 Shot Guns. Carded. Shelf Pack. 4 doz. 6/s pack. 48 doz. 14 lbs.
(also available but not illustrated)
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(Circle No. 23 on Reader Inquiry Card)

Bradley exec maps plans and cites drastic changes

NEW YORK—In an address to the N.Y. Society of Security Analysts, James J. Shea Jr., president and chief executive officer of Milton Bradley, reviewed the company's position in the toy industry and gave future plans.

Citing drastic changes in the toy industry, as fewer and fewer companies have come to control more of the business, Shea described Bradley's efforts to continue its growth and broaden business horizons.

One effort to widen the physical areas in which merchandise is sold led to the establishment of a corporate representative office in Hong Kong to be headed by Jack B. Rubin, vice-president of the Amsco Industries division of Bradley.

Rubin's office is to serve as an agency for negotiating licenses for the manufacture of Milton Bradley products in the Orient, and as a coordinator for the purchase of raw materials and basic components used in the manufacture of the company's products in the United States.

Shea also pointed to Bradley's acquisitions of other companies in the toy industry as part of a carefully devised plan, seeking complementary product lines.

Among those companies acquired by Bradley are Playskool, manufacturers of preschool toys; South Bend Toy Company, a subsidiary of Playskool manufacturing croquet sets and doll carriages; Amsco Industries, whose product line consists of toys for little girls; and Lisbeth-Whiting Company, manufacturers of craft kits.

Bradley, whose merchandise is now distributed in 21 countries, has expanded its European operations to include a plant in Ter Pel, Holland, manufacturing jigsaw puzzles; the Milton Bradley GmbH., formerly the Franken-Plastik Company, Furth, Germany; and a small product development department started earlier this year in Milan, Italy.

In concluding his discussion, Shea indicated, on an overall basis, that sales for 1970 should exceed 90 million dollars and that profits are expected to improve over those of previous years

Spector opens 7th toy store

ECHELON, N.J.—Leon Spector Inc. announced the opening of a World of Toy store, the seventh in its chain of retail outlets, at a shopping mall here.

The store, approximately 5,200 sq. ft., is located about ten miles from Philadelphia.

PLANETARIUM GETS PILGRIM: MPC's G. Harry Stine (R) gives Pilgrim Observer space station model to Dr. I. M. Levitt for Fels Planetarium in Philadelphia.

THE BEAUTY SCENE: Tiny Tim (L) and Miss Vicki (R) sign autographs for such fans as little Lisa Berggren at a promotion for Parker Brothers' The Tiny Tim Game of Beautiful Things at Jordan Marsh in Miami. About 1,000 youngsters turned out to watch Tiny and Miss Vicki demonstrate the game.

TELL IT LIKE IT IS: Renee Rabosch shows director Lee Lacey of Lee Lacey Associates (L) and Dave McGoldrick, manager of General Electric's Youth Electronics, how she'll demonstrate Show 'N Tell in GE's 60-second color commercials.

TOURS LAUNCHED: Retired Astronaut Frank Borman (C) joins Cox president William Selzer (L) and Leisure Dynamics executive v p M. Allen Hatfield at a tour of Cox's Santa Ana plant where he tested a miniature of the Saturn V system.

Last year over 2 million people passed the buck for traffic jams!

"Buck passing" is an old and very necessary American pastime. Last year the Tootsietoy Jam Pac®, with its eight or ten highly-detailed, die-cast metal cars, accounted for over 2 million bucks being passed . . . from consumer to retailer!

If you aren't part of this fantastic buck-passing traffic jam, you're missing a basic "bread and butter" business that so many retailers rely on . . . and count on . . . for traffic, sales and profits!

Pass the buck!

Jam Pac—one of the Big Buck Passers from the "toy-riffic" people at Tootsietoy.

For instant action, see your man from Strombecker.

TOOTSIETOY®

Tootsietoy Division/Strombecker Corporation
600 North Pulaski Road/Chicago, Illinois 60624

"I can't believe that people enjoy paying more for a car than they have to."

Roy Chapin
Chairman
American Motors
Corporation

In these days of dwindling profits, tight money, consumerism and stock market uncertainties, millions of people agree, too.

That's why Tootsietoy has created what we consider the most important and significant toy value in the toy car market. We call 'em "Toughs"—and you'll call 'em "Toughs"—the profitable stuff from Tootsietoy!

Made of unbreakable die-cast metal, Toughs cars and trucks are the perfect handling size for youngsters. Toughs are superbly detailed, fantastically well-finished and painted with far-out colors the kids dig.

When your customers see the Toughs car lineup and the low, low prices, they'll say it, too—why spend more?

Toughs cars and trucks from the toy-riffic people at TOOTSIETOY.

Made of Tough Stuff!

We agree!

For instant action, see your man from Strombecker.

TOOTSIETOY®

Tootsietoy Division/Strombecker Corporation
600 North Pulaski Road/Chicago, Illinois 60624

Modular units make ant city

The Butterfly Co. has introduced the modular concept to ant housing. Their single-module observatory shown here can be interconnected to three- and six-module ant cities with vinyl tubing. Clear styrene single unit is 5½" x 5". **409**

Fanciful toys should please

Puf N Stuf, well-known TV character, is the leader of a group of imaginative stuffed toys licensed from Sid and Marty Krofft Productions. The group, including Witchiepoo and Cling and Clang are manufactured by My-Toy Company. **412**

Heavy-duty vinyl jump ball is resilient and durable

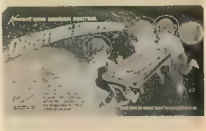
Stebco Industries says that its jump ball is tougher and more durable than any other on the market. It is made of heavy-duty special compound vinyl and has an automobile tire type air valve with dust cap. Packed in individual display boxes, 60 units or more cost $3.57 FFA each. **415**

Soda dispensers sell well

Trim Molded Products line of toy dispensers includes replicas of full-sized Pepsi and Coke fountain dispensers and a mini version Kool Aid server. Units are molded of impact styrene and packed in a window box or mail-order carton. **410**

Bundling is brought up to date by Plan B's adult game

A new adult game that tests couples' compatibility is called Bundling after the old-fashioned courting custom. Participants are rated as to whether they are practical, intelligent, witty, observant, provocative, creative, uninhibited, etc. Set contains directions, wooing books and score pads. **413**



Kids control space station

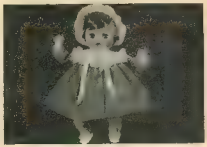
Twelve space ships orbit around a spinning earth and space station as part of Kenner's new Mission Control Orbiting Spaceway. Ships are propelled by a jetstream of air from an enclosed battery operated blower regulated by a switch. **416**

Battery-operated gorilla walks, flips and flops

Mego Corp.'s No. 4018, Thorilla Gorilla, gets up when knocked down, walks into walls and bounces back. The plastic jungle acrobat is 8" tall and finished in realistic colors. The battery-operated flip-over toy has a suggested retail of $4. He should appeal to several age groups. **411**

Tractors aid future farmers

Future farmers should take to the Ertl Co.'s blueprint replicas of riding tractors. The new cast aluminum toys are Case (shown), Allis Chalmers and Oliver vehicles. Tractors have steering action, rubber tires and are about 9" long. **414**



Peach is well-dressed miss

Mademoiselle Dolls' La'l Peach, No. DL 746, is dressed in an English worsted coat with matching lace-trimmed bonnet and dress. The 16" tall "porcelain look" vinyl doll has rooted hair, moving eyes and cries. Suggested retail: $12. **417**

Magic Dial Toys obey your command

Each $4.77 without batteries

Just turn the dial, and each of these 3 space toys lights up. Then they turn in whatever direction the arrow on the dial is pointing. You choose the direction. All plastic. Each uses 2 "C" batteries. Order package below.

1 **Space Dog.** 7¾x4½x7 in. 49N51063–Wt. 1 lb. 8 oz. $4.77

2 **Space Saucer.** 10x10¾x4¼ in. 49N51062–Wt. 1 lb. 8 oz. $4.77

3 **Space Robot.** 9½x7x9¾ in. 49N51064–Wt. 1 lb. 8 oz. $4.77

"C" Batteries. Package of 6. 49 N 8406—Wt. 12 oz. Pkg. $1.19

Giant 13-inch Robot

Walks backward, forward, and in a circle while his eyes flash you control him by remote control

$7.99 without batteries

This robot emits an eerie mechanical sound, and his eyes flash as he walks along, swinging his arms. You control his movements by flipping 2 switches on remote control attachment. Made of metal and plastic. A full 13 inches high. Uses 2 "D" batteries. Order package below. Buy it the easy way—order by phone.
49 N 5104—Shipping weight 2 pounds 12 ounces.....$7.99
49 N 8405—"D" Batteries. Package of 6. Wt. 1 lb. 8 oz. Pkg. 1.49

It's great to pretend you're walking on the moon

Space Helmet and Boots $9.88 | Equipment Belt $5.99

Space Helmet and Boots. Space helmet of amber gold-color break-resistant plastic fits all sizes. Collar has finned louvers and vent for receiving "life-support" tube. Headphone nonoperative. Molded plastic air-cushioned boots have laces, adjust to fit. Large-lugged soles leave impressive footprints, and a low-pitched whistle accents each step. For ages 5 to 10 years.
79 N 53061C—Helmet and Boots. Shipping weight 5 pounds.....Set $9.88
79 N 53062C—Helmet only. Shipping weight 3 pounds..... 4.88
Equipment Belt. Carries anti-gravity tool, signal communicator, "life-support system," and scanner scope. Plastic. Adjusts to fit waists up to 27 in.
49 N 53063—Equipment Belt. Shipping weight 1 pound 8 oz..... .....$5.99

Naughty Robot walks and twists like a dancer

$2.99 without batteries

This little guy twists his body as though he's really proud of himself. Light blinks on his chest as he struts along. Made of strong metal and plastic. 7 in. high. Uses 2 "AA" batteries. Order package below. Shpg. wt. 12 oz.
49 N 5103..... $2.99
"AA" Batteries. Package of 6.
49 N 8402—Shpg. wt. 6 oz.. Pkg. 99c

GUND captures WALT DISNEY'S MAGIC

with stuffed plush toys that kid's dreams are made of.

A COMPLETE LINE OF FAMOUS DISNEY CHARACTER TOYS!

GUND

MANUFACTURING CO.
Rm 226/200 Fifth Ave., New York, N Y 10010
Tel. 212-675-7750

©J Swedlin, Inc.

(Circle No. 34 on Reader Inquiry Card)

Unload flatcar at automatic depot

Tyco 9-unit HO Train Set

Complete with track and freightyard equipment $39.99

This beautifully detailed Penn Central freight with automatic accessories will thrill any young engineer. Set includes powered and dummy diesels, log car, box car, piggyback car, 2 loaded flat cars, hopper car, and caboose. Gate, freight depot, bridge and trestle, signs, poles, 2 switches. 29 pieces track for 4x5-foot layout. UL listed power pack. 110-120-volt, 60-cycle AC.
79 N 97061—Shipping weight 11 pounds.....$39.99

Sears ★ Best

Empty the log car at remote control dump

Unload "piggyback" at truck terminal

Crossing gate drops as train approaches.

HO Locomotives and Railroad Cars

1 **CUT $1.12. Lighted GP 20 Diesel Locomotive.** Smooth operating dyna-balanced 5-pole motor, nylon gears. Styrene.
49 N 96032–Wt. 14 oz. **$8.87**

Proceed to list **SOMETHING SPECIAL Was $9.99 $8.87**

2 **2-6-2 "Prairie" Loco and Tender.** Operating headlight. Shpg. wt. 14 oz.
49 N 96031 .....$14.99

3 **Log Transport.** Realistic wooden logs held with metal link chain.
49 N 96033—Wt. 3 oz.. $1.49

4 **Flatcar with Load.** Detailed car toting realistic tractors. Shpg. wt. 5 oz.
49 N 96034.....$1.49

5 **Piggyback Set.** Flatcar with 2 trailers, truck cab, terminal. Shpg. wt. 9 oz.
49 N 96036.....Set $3.49

6 **Remote Control Log Dump Set.** Working car, logs, bin, operating track. Wt. 10 oz.
49 N 96035.....$5.99

HO Layout Accessories add fun and realism to miniature railroading

7 **Lighted Freight Station.** Trackside structure with realistic old wood design. Hand painted. Includes workers and cargo.
49 N 96037–Wt 8 oz. $4.99

8 **Operating Crossing Gate.** Safety gate drops as train approaches, raises after all cars clear. Automatic. Shpg. wt. 5 oz.
49 N 96038.....$4.99

Extra Track, Switches

Convert basic layouts to a variety of shapes, sizes.

9 **Straight Track.** 9-in. sections. Pkg. of 4.
49N9903-Wt. 3 oz Pkg. 99c

10 **Curved Track.** 18-in. radius. Pkg. of 4.
49N9912-Wt. 3 oz. Pkg. 99c

11 **Remote Control Switch.**
49 N 9901—Left turn.
49 N 9902—Right turn.
Shpg. wt. 4 oz. Each $3.97

Sales snapper uppers!

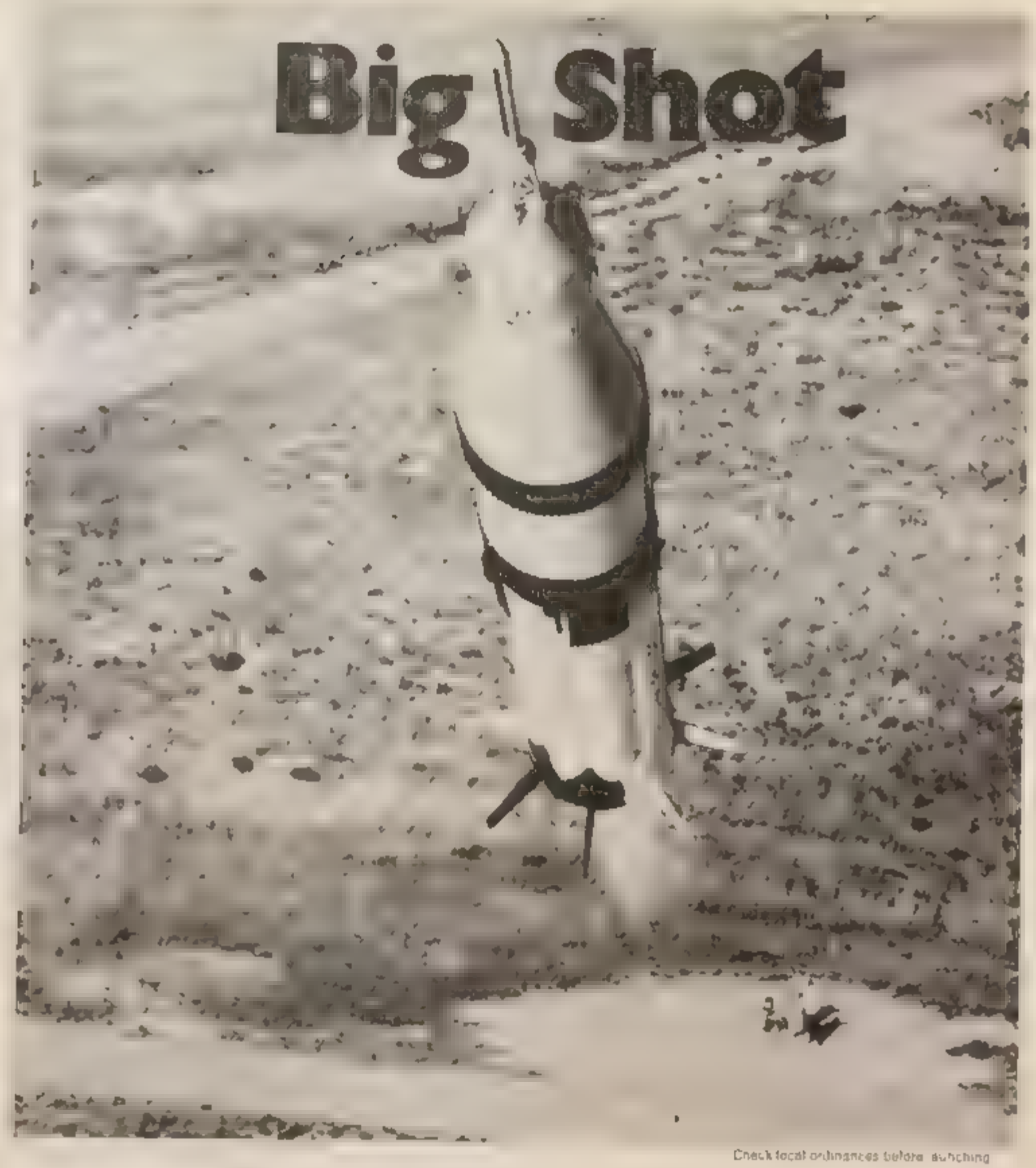
Whether you're a big chain or the corner store, kids'll really go for Union Wadding Festival Yo-Yo's. Bright new counter display, nifty new packaging – it all adds up to 48 quick profit makers. Try a box or two, and see how fast they'll snap 'em up!

No. 89487 4 dozen assorted
counter display pack:
1 doz. wood "Little Zappers" 39¢
1 doz. wood "Big Zappers" 59¢
1 doz. metal "Whistling Screamers" 69¢
1 doz. plastic "Professional Olympic" $1.00
For more information, write:

UNION WADDING COMPANY **PAWTUCKET, RHODE ISLAND 02862**

What we make is money for you

(Circle No. 33 on Reader Inquiry Card)



Check local ordinances before launching

Seconds after liftoff your Cox Model Rocket hits 1800 feet. Then, the retro rocket pops the chute open, down it floats ready for another space shot. Model Rocketry is the most exciting new hobby in years. And now you can enjoy it minutes after leaving the store. Because Cox Rockets are ready to launch when you buy them Great hobby to share with Dad.

Six authentic models to choose from, starting at under $4. Apollo Little Joe II, Honest John, Nike Zeus, Astra Glider, the 21" Saturn 1B (shown) and Apollo Saturn V. See them today. Get in on the excitement Send 25c for our "Handbook of Model Rocketry"

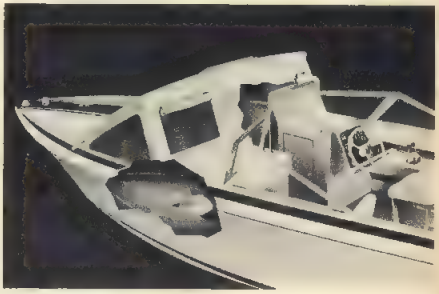
L M COX MFG CO, INC A subsidiary [illegible] 1605 East Warner Ave Santa Ana, California 92705

BERTRAM

Bertram announces a great idea we got from Volkswagen.

The man who designs Bertrams likes to stand up when he puts his pants on. Without cracking his skull. And he likes to get up out of bed. Not crawl out.

All of which was impossible to do in those long low sleek runabouts with cuddy cabins as cozy as a coffin.



So he borrowed a great idea from the VW camper. The pop-up top. And lo and behold, now the world has a long low sleek runabout with 7 foot headroom. Standing up or lying down. Terrific for everyone an inch or more shorter than Wilt the Stilt.

And you can take it with you. A trailerable teepee. A portable pup tent. The first flip-top lid. The hinged hut. The convertible cuddy. The ∠ with the V bottom.

There are two Bertrams with the fantastic fold-up focsle, the ultraracy Baron Camper (left), and the Moppie Camper. Both have two full bunks, hanging locker and optional galley.

And there's a new conventionally-decked Moppie 24' with a base price under $7,000.

All three have the latest deep-V refinements we worked out from ocean racing. So they zap zestfully across anything with waves, and trail easily behind you across country as well.

They won't drive you to the poorhouse either.

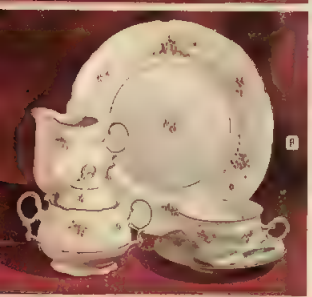
The new Baron and Moppie Campers are available with either single 215 h.p. MerCruiser or twin 165 MerCruisers, the solid-deck Moppie with single 165 h.p. MerCruiser. Bertram makes great fiberglass boats from twenty feet up to thirty-eight. For full details and the name of your nearest Bertram dealer, write Bertram: Whittaker 3661 N.W. 21st Street, Miami, Florida 33142. A subsidiary of Whittaker Corporation.

CERAMIC GUILD FINE IMPORTED CHINA DINNERWARE

Incredibly lovely, in your choice of distinguished shapes and patterns. This porcelainware is world famous for its deep luster and rich translucency . . . fired for durability.

A ANNABELLE. Delicate floral pattern of blue flower buds on traditional rim shape. Platinum edge on the whitest of bodies.

43A-10551	55 Pc. Set. Ret. $68.95	Only **$44.95**
43A-10578	95 Pc. Set. Ret. $119.95	Only **$78.95**



B VERSAILLES. Charming baroque styling in the French tradition, complemented by sprays of pink roses with green leaves. Platinum edge.

43A-11568	55 Pc. Set. Ret. $68.95	Only **$44.95**
43A-11574	95 Pc. Set. Ret. $119.95	Only **$78.95**

C BARBIZON. Happy as springtime. Turquoise roses and grey leaves dance on swirl embossed rims. Barboque shaped, with platinum banding on purest white body.

43A-11310	55 Pc Set. Ret. $68.95	Only **$44.95**
43A-11329	95 Pc Set. Ret. $119.95	Only **$78.95**

D SILVER WHEAT. Modern coupe shape, with graceful grey of wheat on lustrous white body, edged in costly platinum.

43A-10519	55 Pc. Set. Ret. $59.95	Only **$39.95**
43A-10527	95 PC Set. Ret. $109.95	Only **$72.95**

E MADELINE. Delightfully spring-like in design. Rich pink rosebuds and gray green leaves on pure white body, edged in platinum. Smart new coupe shape for young moderns.

43A-11531	55 Pc. Set. Ret. $55.95	Only **$39.95**
43A-11558	95 Pc. Set. Ret. $109.95	Only **$72.95**

F CITATION. Rich platinum border on pure white body creates an aura of true aristocracy. Traditional rim shapes.

43A-11256	55 Pc. Set. Ret. $68.95	Only **$44.95**
43A-11264	95 Pc. Set. Ret. $119.95	Only **$78.95**

G DORIC. Traditional rim shape, with gold edge and gold line on verge.

43A-11272	55 Pc. Set. Ret. $68.95	Only **$42.95**
43A-11280	95 Pc. Set. Ret. $119.95	Only **$78.95**

COMPOSITION OF THE SETS

55-PIECE SERVICE FOR 8 includes 8 each: dinners, bread and butters, cups, saucers, fruits, soups, one each chop plate, vegetable bowl, covered sugar and creamer, 2 extra cups. Ship wt. 43 lbs.

95-PIECE SERVICE FOR 12 includes 12 each: dinners, bread and butters, salads, cups, saucers, fruits and soups; one each chop plate, platter, vegetable bowl, salad bowl, covered sugar, creamer, gravy boat; 3 extra cups. Ship. wt. 75 lbs.

STOR-EZE STORAGE CASES. Keep dishes, crystal and silverware stored and dustfree. Sanitized Vinyl for hygienic freshness. White, with gold lace pattern. All around zippers. Gift boxed. Approx. Wt. 2 lbs.

H SILVERWARE CASE. 12 vinyl packets. Each holds 6-pc settings.
43A-11612. Retail $4.95 ..... Only **$3.49**

J 8-Pc. ACCESSORY PACK. Zippered storage units for platters, serving dishes, gravy boat, creamer/sugar.
43A-11613. Retail $5.95 ..... Only **$3.97**

K CRYSTAL CASE. Holds 12 pieces of glassware. 16x12x7" high.
43A-11620. Retail $5.95 ..... Only **$3.97**

WINE GLASS CASE. 9½x12½x6½".
43A-11639. Retail $4.95 ..... Only **$3.49**

SHERBET GLASS CASE. 12½x11/x6½".
43A-11647. Retail $5.95 ..... Only **$3.97**

L SOUP BOWL CASE. Stores 12 soups or cereals 10" diam.
43A-11655. Retail $1.59 ..... Only **$1.10**

M CUP CASE. Holds 12 cups in foam separators. 12x4" high.
43A-11539. Retail $4.95 ..... Only **$3.49**

N PLATE SEPARATORS. Set of 44, washable pads.
43A-11671. Retail $1.95 ..... Only **$1.29**

P SET OF 4 DINNERWARE CASES. Each holds 12 dishes. 12" for dinners, 9½" for salads, 8" for B&B's, 7" for saucers.
43A-11582. Retail $4.95 ..... Only **$3.49**

49-PC. STARTER SET. Includes cup case, 44 plate separators, and 4-PC Dish-Pac set (N above). Save $1.00 by purchasing this set.
43A-11683. Retail $11.95 ..... Only **$8.97**

CERAMIC GUILD BONE CHINA

THE MOST ELEGANT OF ALL! Soft white, highly, translucent, fully vitrified for lasting durability.

OPEN STOCK AVAILABLE FOR 10 YEARS

Offered in 20-Pc. (4 place setting to start your bone china service) or 45-Pc. Service for 8, or combine both for service for 12.

20-PC. SERVICE FOR FOUR. 4 ea. dinners, salads, B&B's, cups and saucers. Wt. 15 lbs.

45-PC SERVICE FOR EIGHT: 8 ea. dinners, salads, B&B's, cups, saucers; 1 ea. 14" oval platter, round vegetable, covered sugar, creamer. Wt. 35 lbs.

A

A MILLBROOKE BONE CHINA. Garlands of pink baby roses and soft green and blue leaves are encircled by a 24 kt. gold line on verge and rim

43A-11858 20 Pc. set. Ret. $74.95 Only **$49.95**
43A-11701 45 Pc. Set Ret. $159.95 Only **$114.95**

E BENNINGTON BONE CHINA. Combines the sophistication of platinum, the elegance of high translucence. Double line of costly platinum on the rims.

43A-11728 20 Pc. Set. Ret. $74.95 Only **$49.95**
43A-11736 45 Pc. Set Ret. $159.95 Only **$114.95**

B

C

CERAMIC GUILD IRONSTONE

• From oven to table to dishwasher

Colorful imported ironstone so economical, you can use it everyday—so lovely, you won't hesitate to use it for company, too. All patterns are sealed under hard glaze for lasting brilliance

D

C CABALA BLUE. Blue and moss green chickens prance across a pure white body. Rimed with blue band. Solid color blue holloware.

43A-11744 45 Pc. Set. Ret. $39.95 Only **$29.95**

D TAMPICO YELLOW. Large yellow and gold orange mums on a background of pure white, with yellow edged rims. Solid color yellow holloware.

43A-11752 45 Pc. Set. Ret. $39.95 Only **$29.95**

E

E PANORAMA BROWN. A brown geometric design encircles the coupe shape rim. Brown banded. Solid color brown holloware

43A-11760 45 Pc. Set Ret. $39.95 Only **$29.95**

COMPOSITION OF IRONSTONE SETS

45-PC. SERVICE FOR 8 includes 8 each dinners, salads, soups, cups saucers; 1 each platter, round vegetable, sugar/creamer. **Wt.** 35 lbs.

F

IMPORTED ENGLISH IRONSTONE

• From oven to table to dishwasher

Classic and sterling shape by English Staffordshire Ironstone by Royal Meakin crafted for long life and lasting brilliance. Colors and patterns are sealed under high glaze for perfectly safe in the oven, or with any detergent in the dishwasher.

G

F ENGLISH LUCERNE GREEN. White scroll on avocado. Background covering rim of fluted shape

43A-11809 45 Pc. Set. Ret. $39.95 Only **$29.95**

G ENGLISH STERLING WHITE. Traditional shape for classic look. So incredibly white, it rivals the appearance of the most costly china

43A-11779 .. 45 Pc. Set. Ret. $36.95 Only **$24.95**
43A-11787 65 Pc. Set. Ret. $44.95 Only **$33.95**

H

H ENGLISH RENAISSANCE. Olde English modified baroque shape. Carnaby Street mod black and grey. Strikingly dramatic.

43A-11795 45 Pc. Set. Ret. $39.95 Only **$29.95**

COMPOSITION OF SETS

45-PC. SERVICE FOR 8 includes 8 each dinners, salads, soups cups, saucers, 1 each platter, vegetable bowl, covered sugar/creamer. Wt. 33 lbs. **65-PC. SERVICE FOR 12** same plus 4 extra dinners, salads, soups, cups and saucers. **Wt. 50 lbs.**

Want more family living room on a 33 footer? It has to be this new Cruis Craft Catalina.

[illegible] more room for [illegible] Cruis Craft Catalina. Wide beam [illegible] Cruis Craft Catalina. Wide beam [illegible] Cruis Craft Catalina. Wide beam

Get to know the Caloosa. Write Gulfstream Corporation, Pompano Beach, Florida 33061

Cram 16-INCH ILLUMINATED CONTEMPORARY MODEL GLOBE
5036NF9383—16-inch illuminated globe with a contemporary styled floor stand. The solid walnut stand has a hand-rubbed oiled walnut finish with wood brass feet. Movable meridian is gold etched. Base covers fade proof paper gores. Metal parts are chrome plated. Globe ball is shatterproof. Height 33" shpg wt 27½ lbs. F.O.B. Indiana Factory. Ret. $125.00

Cram 16-INCH ILLUMINATED ITALIAN PROVINCIAL GLOBE
5037NF9717—16-inch illuminated globe in an Italian Provincial styled floor stand of virile design with a deep mahogany finish. Globe has fade proof, polished brass meridian. Globe and heavier cast base are mounted on a rugged, four sturdy legged base. Globe ball is shatterproof. Height 33", shpg wt 31 lbs. F.O.B. Indiana Factory. Ret. $145.00

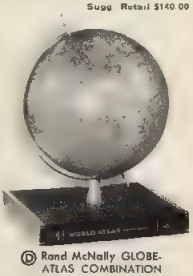
Cram 16-INCH ILLUMINATED FRENCH PROVINCIAL GLOBE
5038NF11000—16-inch illuminated globe with a graceful, delicate French Provincial style floor stand has a luxurious antique white finish. Brilliant, colorful map globe gores are reproduced on the plastic wood. Movable full meridian finished in gleaming brass. Globe ball is shatterproof. Complete, ready to plug in. Height 33" shpg wt. 29½ lbs. F.O.B. Indiana Factory. Ret. $165.00

CRAM 16-Inch Illuminated Globe
5048NF9333 Transitional Duncan Phyfe styling. Artfully conceived by skilled craftsmen. The stand is handrubbed solid walnut, heart fully hand carved. Movable full meridian finished in polished brass plate. Height 39½" Ship. wt 29 lbs.
Sugg Retail $140.00

Ⓐ The CENTURY By Replogle

Ⓑ Replogle 12-INCH ILLUMINATED GLOBE

Ⓒ Replogle STEREO RELIEF GLOBE



Ⓓ Rand McNally GLOBE-ATLAS COMBINATION

Ⓔ Replogle 16-INCH ILLUMINATED FLOOR MODEL GLOBE

Ⓕ Replogle 12 INCH ILLUMINATED FLOOR MODEL GLOBE

Ⓐ **The CENTURY By Replogle**

718NN3047 12-inch illuminated globe rests in an authentic reproduction of a century-old globe mounting. Base of **rich-tone solid Walnut**, hand carved and rubbed. Place names on 10-color globe stand out brilliantly when illuminated. **Includes book of uses and games, "The Story of the Globe."** Ht. 17". Ship. wt. 13 lbs.
Retail $49.95

Ⓑ **Replogle 12-INCH ILLUMINATED GLOBE**

5040NN1760 Create a center of interest and knowledge in your home with this beautiful handcrafted **12-inch illuminated globe.** Shows countries in different colors, ocean depth zones, thousands of brilliantly legible place names. As decorative as it is rich in reference value. Satin-gold finished meridian, woodgrain base. Ht. 16", wt. 6 lbs.
Retail $27.95

Ⓒ **Replogle STEREO RELIEF GLOBE**

5007NN1034—Thrill to nature's exciting contrasts with this beautiful **12-inch globe in raised relief.** Understand better how earth topography affects climate, populations, boundaries. See the flow and direction of ocean currents. Greatly detailed 10-color map. Unique **Space Flight mounting** combines solid walnut with satin-gold finish on base ring and numbered meridian. Ht. 15". Ship. wt. 6 lbs.
Retail $16.95

Ⓓ **Rand McNally GLOBE-ATLAS COMBINATION**

5041NN2832 12-inch illuminated Political globe combined with the **324-page Imperial World Atlas.** Atlas contains, "Saga of Space" with illustrations, full-color maps, Universal Index and many other exciting features with illustrations. Decorative walnut finished, metal-trimmed atlas case also serves as a sturdy base for globe. The globe features a wealth of man-made installations as well as the geographic relationship between political entities. Ht. 17¾" shpg wt 11½ lbs.
Retail $44.95

5042NN1887 Same as above with **non-illuminated World Portrait Globe.** Shpg wt. 10¾ lbs.
Retail $29.95

Ⓔ **Replogle 16-INCH ILLUMINATED FLOOR MODEL GLOBE**

5010NF10366 — Distinguished globe, perfect for office, home library or reception room. Cradle pedestal base of solid walnut is hand-carved and hand-rubbed. Brass claw feet. Globe ball is over 50 inches around, scaled 500 miles to the inch. Full numbered brass-plated meridian. U.L. approved, AC or DC, 110 volts. Stands 39½" high. Ship. wt. 28 lbs. **F.O.B. Illinois Factory. Ret. $170.00**

Ⓕ **Replogle 12-INCH ILLUMINATED FLOOR MODEL GLOBE**

5008NN3656 Stands 34½" high on hand carved solid walnut Duncan Phyfe pedestal base. Movable meridian, numbered in degrees, brings any area of the accurate 10-color globe into closer view. Thousands of place names are shown in easy-to-read type. Meridian and metal fork brass plated. U.L. approved, AC or DC, 110 volts. Ship. wt. 13 lbs. **$59.95**

A Beautiful World Globe Will Add Charm and Interest to Any Room

Globes

16TH Century Globe Reproduction for Table or Desk

Authentically Reproduced from Old Italian Hand Engravings

The APPOLLO by Rand McNally

5021NN3780—This desk globe will add richness and beauty to any home or office with its gold plated full meridian and solid Walnut cradle base. **12-inch illuminated** built colored ball, completely up-to-date reference for learner understanding of the seas and world events. Ht 15". Ship. wt. 11 lbs.
Retail $59.95

OLD WORLD GLOBES

Faithful reproductions of 16th Century masterpieces. Meridian, Equatorial frame and entire map authentically reproduced from old Italian hand engravings. Classic, richly grained hardwood base. Made in Italy

5025NN900—Globe stands 8" high, 7" wide
Sugg. Retail $15.00

5026NN1200—Globe stands 9" high, 8" wide
Sugg. Retail $20.00

5027NN1500—Globe stands 10" high, 8½" wide
Sugg. Retail $25.00

5028NN1800—Globe stands 11¾" high, 9½" wide.
Sugg. Retail $30.00

Cram EARLY AMERICAN Illuminated 18" Globe

5043NF12333—16-inch illuminated globe with an **Early American styled stand** in rich, hand-rubbed maple finish, is beautifully executed in 14 different colors of glazed bronze. Antique-toned ornate globe further enhance the charm of this set. Complete guide to use Globe is shatter-proof. Height 21" Shipping wt. 17 lbs. **F.O.B. Indiana Factory**
Retail $185.00

Olde World Globe Bar

5046NF10500. For home or office. Quality crafted by Italian artisans. A handsome floor Globe when closed, a decorative and functional bar when opened. Complete with 2 wine decanters and 6 crystal highball glasses. Richly grained walnut finished wood with bronzed brass zonal meridian and fittings. Ship. weight 38 lbs **F.O.B New York whse**
Sugg. Retail $175.00

CRAM Physical-Political Globe

5047NN3987 Attractive **18" illuminated** table model. Features information such as the location of mountain ranges, rivers, and lakes as well as information concerning political boundaries and the location of major cities. Full die-cast semi meridian plated in brass. Decorative and warmer base. H. 22 inches. Ship. wt 14 lbs **Sugg. Retail $59.50**

Rand McNally New Cosmopolitan World Atlas

5015N1271—Expanded global view edition. New astronaut views of earth. More than 200 pages in full color. Most current facts and figures ever on 83,000 entry Index. Shows population figures. 420 pages. 9 3/8" x 14¼"
Retail $16.95

Rand McNally PILGRIM

5022NN2528 Beautifully hand crafted Fruitwood finished base of Colonial design holds **illuminated 12-inch globe.** Gold plated semi-meridian calibrated for both latitude and miles. Ht 18". Ship. wt 11 lbs
Retail $29.95

Rand McNally "COSMOPOLITAN" Illuminated 16" Globe With Floor Stand

One of the finest Rand McNally 16" **illuminated** globes, precisely accurate, completely up-to-date, a dependable reference source. Full meridian ring, finish in brass, degrees of latitude on one side, scale of miles on other. Hand finished floor stand. **F.O.B. Illinois Factory.** Ship. wt. 29 lbs.

634NF10500 — Mahogany finish
Retail $175.00

702NF10500 — Fruitwood finish.
Retail $175.00

717NF10500—Oil Walnut Finish.
Retail $175.00

By Rand McNally

The DISCOVERER II

5023NF2397—Blends modern and traditional design in a **16-inch floor stand** globe. Brass plated base. Walnut finished pedestal. Globe is mounted in a double-action meridian ring. Ht. 28". Ship. wt. 10 lbs. **F.O.B. Illinois Factory**
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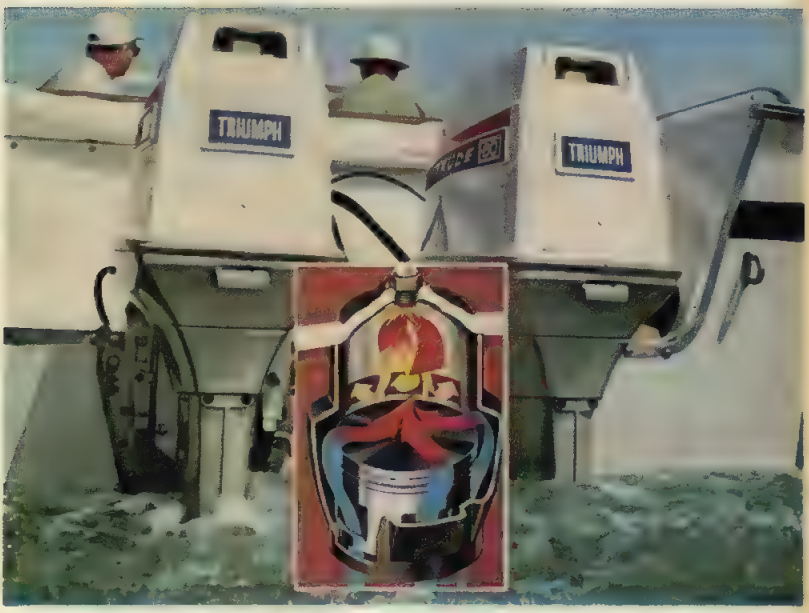
Rand McNally "AMUNDSEN" Illuminated 16" Globe With Pedestal Base

5030NF10500—An artistic combination of base and globe, with the large 16 inch **illuminated** globe mounted in a solid walnut floor stand of Duncan Phyfe design. The horizon ring, full movable meridian ring plus the highly accurate and completely up-to-date globe make the "Amundsen" a most attractive and usable arrangement. Height 18½" Shipping weight 33 lbs. **F.O.B. Illinois Factory**
Retail $175.00

There's a

new power structure

in the middle power class



Evinrude's loop-charged "60" leads the power revolution

This is the mid-range motor with the *inside* advantage. The one with efficient, economical, *legitimate* loop charging.

Instead of conventional ports in the cylinder walls, Triumph gets its fuel through *aimed* fuel passages that loop the fuel charge *upward,* from three directions, swirling it *directly into the top* of the combustion chamber.

Piston deflector humps aren't needed — so the combustion chamber doesn't have to be shaped to accommodate them.

The result is more efficient combustion — more power from less fuel — without overheating the pistons or the engine.

New self-cleaning pressure-backed piston rings add another power bonus — by improving the combustion seal and reducing friction. Power-tuning adds still another. And the computer-designed lower unit converts maximum power into thrust.

And the final pleasant surprise: The push-button new Triumph "60" is as elegant and quiet as it is efficient and quick and strong.

Just because it leads a revolution doesn't mean it has to look the part.

Write for catalog, Evinrude Motors, 4193 N. 27th St., Milwaukee, Wis. 53216

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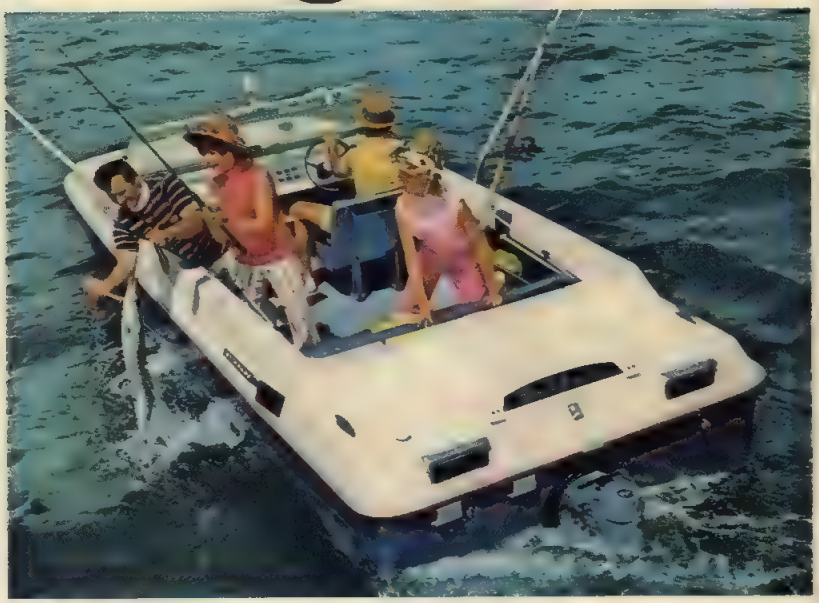
from Coho...to 'Cuda
a big-water, economy size Evinrude

fishing machine



built by fishermen - for fishermen

Coho fishermen are a breed apart from ordinary fishermen. And the 19-foot Evinrude Sport Fisherman was built originally for their special needs.

It's long on comfort. With sure-footed stability and sea-keeping ability — and the ride and room of a conventional boat half again its size

It combines performance and economy to an exceptional degree — due to an uncommonly efficient match of hull and engine. Just 120 hp moves it at 32 mph. It planes six people at 30 mph. Cruises 144 miles on a single 24 gallon tank of fuel. Trolls all day long on just five gallons

Everything a fisherman could ask for is at hand. Full instrumentation, including a remote drive-unit position indicator. Finger-tip push-button electric power shifting. And remote electric power tilt.

It comes with high capacity bilge pump and blower. Corrosion-resistant fastenings and hardware. Full length vinyl floor mat. Built-in lifting eyes and cleats. Tinted fold-down windshield. Cockpit floor specially reinforced for a fighting chair. Even a rear-view mirror to watch for action astern.

The Evinrude Sport Fisherman. It started in the cold, rough waters of Coho country — and went on from there.

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power for the performance generation EVINRUDE *first in outboards*

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The Grand Banks 42 offers you more

More Range
The Grand Banks 42 is a heavy duty offshore cruiser, with a 1200 mile cruising range, offering you luxurious cruising with beautiful, convenient interiors for entertaining or living aboard

More Luxury and Convenience
The soft glow of hand-rubbed, satin-finished teak interior paneling and cabinets, teak parquet soles, combined with stylish teak furniture surrounds you with warmth and beauty at sea. The convenient, airy galley with view and unusually spacious saloon result in long range cruising without that "hemmed in" feeling. Staterooms are separated by the main saloon for complete privacy and each has its own head. The owner's cabin has the luxury of its own tile bathtub

More Capabilities
A few of the extras found aboard your Grand Banks 42 are· Mast and boom for dinghy launching, large fish handling, lifting air tanks or a compressor and steadying sail swim step for easy water or dinghy entry, scuba platform, etc

More Dependability, Economy
Power is by marine diesel, the most durable, dependable and economical engine available. Exclusively guaranteed for one year—previously unheard of in the marine industry.

More Security
The Grand Banks 42 and all her gea

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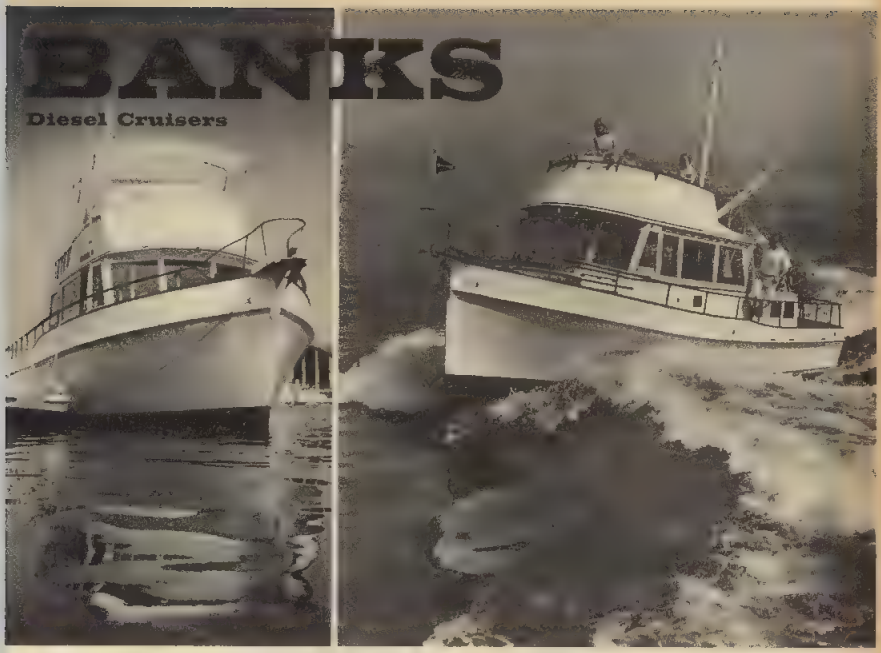

Any way you look at it

are built to take the rigors of extended periods in any sea. Security for a boating family starts with the full keel for stability, moves to the heavy duty 1⅛" planked hull to the safest power available — diesel. There are wide walk around decks with handrails to allow even children free access to any part of the boat.

More Craftsmanship

The Grand Banks 42 has more hours of hand craftsmanship than any other 42 on the market

More Seaworthy

The Grand Banks 42 is designed to deliver a smooth, easy passage in all sea conditions. Her deep forefoot, 34,000 lbs. displacement, generous beam, hard chine and full keel are a few of the reasons for her truly superior ride

More Resale $

Because the Grand Banks 42 is traditionally designed and is engineered, constructed and powered for long life — the resale value holds

When you're ready for a larger Grand Banks, you'll find her resale value extremely high To prove this, just compare used prices against new prices on the Grand Banks, then compare these price ratios against any other boat!

The Grand Banks 42 does give you more — Boating as You Always Thought it Could Be — The Difference is a Grand Banks

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And this new fiberglass Hatteras

This is really two boats in one.

It's a fine yacht for comfortable cruising. And, equipped with fishing gear, it's a boat expert deep sea anglers will appreciate.

This new Hatteras 38′ Convertible has the galley incorporated into the deckhouse salon—a feature preferred by many owners.

More space than many 40 footers

Like all Hatteras yachts this is spacious. In fact, it provides more spaciousness and comfort than many 40 foot boats.

That's because Hatteras molded fiberglass construction has only a minimum of beams, ribs or frames. There's simply more space for living and storage.

Designed with custom features

The designer, J. B. Hargrave, specializes in designing higher priced custom yachts. He has adapted many custom-yacht ideas to the Hatteras.

Cabinet work is of carefully selected woods, crafted by master furniture-makers at High Point, North Carolina, a furniture center.

The functional areas of each Hatteras—entertainment centers, galleys, staterooms, head, control stations—are skillfully planned and more fully equipped than usual.

Comfortable and safe because of fiberglass construction

Owners often mention how easily the Hatteras handles, how beautifully it performs—how comfortable it is, especially in rough seas.

This is because fiberglass makes possible a sea-kindly hull shape that virtually eliminates pounding, yaw-

38 convertible is a fine yacht, too

ing and broaching.

Reinforced fiberglass is one of the strongest materials available for boat construction.

The one-piece Hatteras molded hull of resilient fiberglass takes the shock of heavy seas better than most boats built of traditional materials.

A Hatteras is easier to maintain, less work

Because its hull and superstructure are made of fiberglass, a Hatteras is a lot less work.

There are no hull seams or joints; no need for sanding or caulking. You don't have to worry about hull leaks or marine borers.

You spend less time in the yard, more time on the water. And—you save on maintenance costs.

High resale value

Hatteras does not plan obsolescence by making yearly models. This, plus fine design and durability, protects your investment and assures high resale value.

Product of North American Rockwell

Hatteras is part of North American Rockwell. This means that every Hatteras is backed by a strength and technological capability unequaled in the marine industry.

Write for the name of your nearest dealer. If you'd like a portfolio of color literature enclose $1.00. Hatteras Yacht Division, North American Rockwell, 2496 Kivett Drive, High Point, North Carolina 27261.

Hatteras Yacht Division
North American Rockwell

Hatteras Yacht Division
North American Rockwell

A message for people who have never known the joy of owning a motor yacht

On the water you find peace and relaxation that is unequaled anywhere.

When the sun meets the sea, well, there's really nothing quite like it, in all the world.

If you've been flirting with the idea of buying a boat, but have hesitated for some reason, just consider this: every month you delay is a month of fun and enjoyment lost forever.

We recommend you look at a Hatteras. Now, without delay.

The Hatteras excells in *all* the important boating qualities.

Spacious

The Hatteras one-piece molded fiberglass construction requires a minimum of beams and ribs. This gives you more usable space and greater comfort.

The designer, J. B. Hargrave, has incorporated many luxury features usually found only in larger, more expensive, custom-built boats.

Easy, economical maintenance

Fiberglass construction makes Hatteras yachts easier and more economical to maintain than boats of other materials.

There are no hull seams or joints, no need for caulking, sanding, or weather-protecting. You can repaint for looks if you wish, but you never need to paint for protection.

And there's little to worry about dry rot or marine borers in the fiberglass hull and superstructure.

Safe

The U.S. Navy has been using fiberglass boats since 1946, and most of the boats bought or built in recent years by the Navy and the Coast Guard are fiberglass.

The strong, resilient quality of the reinforced one-piece hull—enables the Hatteras to take the shock of heavy seas better than boats made of other materials.

Every Hatteras model has been rigorously tested in the turbulent waters off Cape Hatteras, "Graveyard of the Atlantic."

We believe this is the safest boat you can buy.

Comfortable. Handles easily.

Owners repeatedly tell us how easy the Hatteras handles and how comfortably it rides—in rough seas or smooth. It is one of the most maneuverable and seaworthy of boats.

This is because molded fiberglass makes possible a sea-kindly hull shape that runs smoothly and virtually eliminates pounding, yawing, and broaching.

The flare of the hull and the molded-in splash rail keep it a dry boat.

High resale value

Hatteras does not plan obsolescence by making yearly models. This, plus fine design and durability, protects your investment.

North American Rockwell product

Hatteras is part of North American Rockwell. This means that every Hatteras is backed by a strength and technological capability unequalled in the marine industry.

There are 10 Hatteras models in sizes from 31 to 53 feet.

The Hatteras line includes magnificent family boats and boats ideal for entertaining. Boats for loafing and boats for fishing.

There's one for you.

Enjoy.

Write for the name of your nearest Dealer. If you'd like a portfolio of color literature enclose $1.00. Hatteras Yacht Division, North American Rockwell, 2478 Kivett Dr., High Point, N.C. 27261.

You live better on a fiberglass Hatteras® because it's spacious and easy to maintain

280 Flybridge *single engine* Sedan . . . from $9,580.00* complete
1970 deliveries

330 Flybridge *single engine* Sedan . . . from $17,950.00* complete
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650 Motor Yacht . . . from $267,000.00* complete
1971 deliveries

Flybridge **280** S. Sedan
27'8" x 11'2"
from $9,580.00* complete

Diesel and Gasoline options apply to all boats

$9,480.00* $17,950.00* $26,700.00* $267,000.00*

* All prices are F.O.B. Rockland, Maine
Foreign and domestic patents pending on all hull models.

Write for literature, price lists, names and addresses of your nearest dealer

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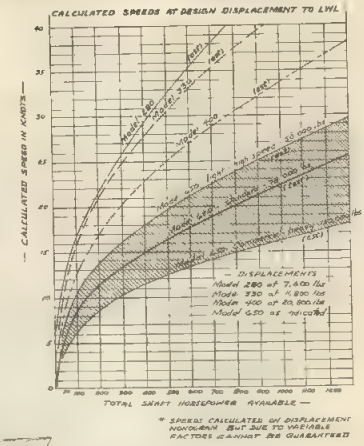
- Stability to increase with speed for heavy weather running,
- Twenty knot cruising speed to be attainable with moderate diesel horsepower,
- Twin 150 S.H.P. diesels to provide speed ordinarily produced by twin 900 H.P. engines in conventional hulls achieving thereby 100% economy over standard boats and doubling the effective range per gallon of fuel;
- Hull construction stout and long-lived enough to permit installation of twin 400's (excepting 280 hull series) 280 series hulls powerable to single 400 H.P. or twin 250's;
- Custom stringer and framing system, in combination with basic hull, engineered for a safety factor of 4 to 1 at sixty knots, 6 to 1 at 40 knots, ocean useage;
- A hull deliverable anywhere in coastal North America, by water, on its own bottom.

Details, plans and pricing for engines, struts, tanks etc. supplied on request

Foreign and domestic patents pending on all hull models

Prices F.O.B. Rockland, Maine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Model 330 at 12,800 lbs
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Model 650 as indicated

* SPEEDS CALCULATED ON DISPLACEMENT NOMOGRAM BUT DUE TO VARIABLE FACTORS CANNOT BE GUARANTEED

Model 280 27'9" x 11'1" patents pending — basic hull **$3,950.00**

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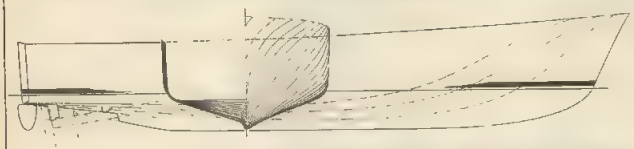

Model 650 65' x 22' patents pending

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71A-10790 Retail $11.50. Wt. 4 lbs. Only $5.98
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71A-10243 ... Retail $3.00. **Farmer Says** ..... Only $4.88
71A-10235 Retail $3.00. **Bee Says** Only $4.88
71A-11509 Retail $3.00. **Snoopy Says** Only $4.88

F SKETCH A TUNE. Play music by numbers with the Magic Pencil! Follow the numbers with your pencil on the Tune Card and you play a song ... or make up your own music. Includes 24 illustrated tune cards and blank cards for 4 more melodies. Fascinates children for long periods. Requires 9 volt transistor battery (not included). Excellent tone. Quality plastic base 12¼x8¾x3¾" deep. Pencil included. Wt. 2 lbs.
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H TYPE-A-TUNE TYPEWRITER. Now your youngster can type out his favorite tune, even if he can't read. Just hit the colored key that corresponds to the colored note on the instruction sheet. Carriage advances roll to next tune. Has 8 accurately tuned xylophone notes. Size 12x12". Ages 3 to 10. Wt. 2 lbs.
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I MUSICAL ACTIVITY BOARD. Will keep child absorbed for hours. Phone has real dial and bell; dashboard with steering wheel, colorful sliding counting discs, gear train clicks realistically; door slides open to reveal mirror, handle operates worm gear and precision tuned music box that plays a tune as child turns the flower. Ages 2-5. Wt. 2 lbs.
71A-11280 ... Retail $6.50 ..... Only $4.44

K TALK 'N TELL TELEPHONE. Push-button dial, just like newest phones. Press button, hear one of 10 different phrases. What is your name? How tall are you? I love you. Did you brush your teeth? When is your birthday? etc. Stimulates young imaginations. Encourages talking. As buttons are pressed down, be ... rings. Has battery-operated record (D cell battery—not included). Safe Dura-ac plastic with unbreakable coiled cord. 4½" high. Wt. 2 lbs.
71A-10812 Retail $5.50 ..... Only $3.49
65A-10078 ... Retail 25¢. D-Battery (order 1) Each 20¢

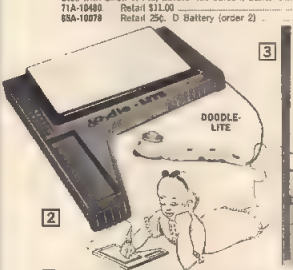
L SURPRISE BOX. 5 play activities for ages 1 to 4. Push button, slide a lever, turn a knob, move a dial or flick a switch ... each activity brings a pleasant surprise. Teaches coordination and dexterity. Size: 15½x7½x3½" high. Wt. 3 lbs.
71A-10715 ..... Retail $6.25 ..... Only $4.29

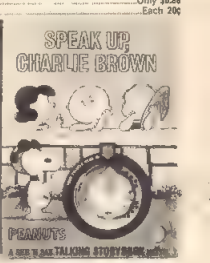
M TRYBOARD PRIMARY FORMS. Captivating new educational toy for boys and girls 1½ to 4. Sturdy 3-D plastic figures fit into matching cutouts on plastic board ... each figure also stands by itself. Teaches coordination and finger dexterity. Consists of four sets: Zoo Animals, Farm Animals, Familiar Objects and Things That Move. Wt. 2 lbs.
71A-11302 Retail $4.00 ..... Only $2.44

N TINKERTOY GIANT DOMINOES. Fun and educational for boys and girls of all ages ... use them to learn to count, stack and build with them. 28 oversized, color-safe, non-toxic plastic dominoes. Interlocking, stackable with color coded dots.
71A-10723 ... Retail $5.00. Wt. 3 lbs. Only $3.19

MATTEL-O-PHONE

1 PEANUTS MATTEL-O-PHONE. Looks like a real phone but actually it's a "private" line for kids to talk to their favorite Peanuts characters. Bell rings as you dial. Press button and recorded voices come from earpiece. Pauses in conversation lets child reply. Record stops automatically at end. Five long-play records discuss "The Great Pumpkin," "Beethoven's Birthday" and other favorite Peanuts themes. Records slide into slot inside—never locks them in place. Sturdy styrene construction. Operates on 2 "D" batteries (not included).
71A-11405 ... Retail $11.00. Wt. 3 lbs. ..... On y $6.88
MATTEL-O-PHONE. Same as above but with different records. Lets child talk for 18 minutes with Snow White, Barbie, Kit Carson, Santa Claus and many others. Wt. 3 lbs.
71A-10480 Retail $11.00 ..... Only $6.88
65A-10078 Retail 25¢. D Battery (order 2) ..... Each 20¢



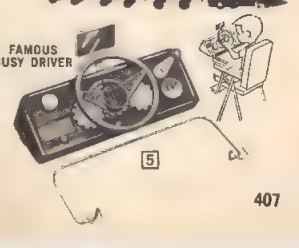


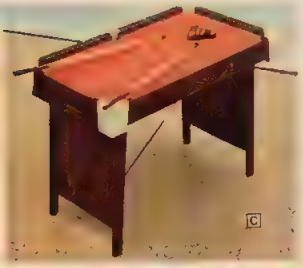
2 DOODLE LITE. It writes, draws or doodles **IN THE DARK!** Child uses Glo Worm to draw on light-sensitive surface. Drawings appear like magic—disappear like magic! Silhouette drawing guides are included. Keeps youngsters amused for hours. Encourages them to practice penmanship and art. Develops finger dexterity and sparks the imagination. Requires 2 "C" type batteries (not included). Made of durable plastic. Drawing board: 15x11¾"—Glo Worm 6" long. Wt. 2 lbs.
71A-11754 ... Retail $6.00 ..... Only $4.19
65A-10094 Retail 25¢. C-Battery (order 2) Each 20¢

3 "SPEAK UP, CHARLIE BROWN" TALKING STORYBOOK by Mattel. Books are never so much fun as when they tell their own story. Storyteller Dial can be set for each picture in book. Talking Ring "reads" 18 colorful pages out loud ... and Charlie Brown is so much fun to talk to! Each page is tear-proof polyethylene plastic for long hard wear. Pages wipe clean and stay bright and fresh looking. Encourages reading. Wt. 2 lbs.
71A-11517 Retail $8.50 ..... Only $4.50

4 BATTERY TOY TRAIN by Tootsietoy. The younger engineer will love this train set complete with Engine, Box Car, Tender and Caboose plus 10 sections of curved track, 2 sections of straight track, connecting wires and track clips. Battery box has 3 speeds, (2 forward and 1 reverse). HO size track is the latest. Even the smallest hands can manage this set. Requires 3 standard flashlight batteries (not included). Heres Tootsietoy quality and safety throughout. Wt. 2 lbs.
71A-11782 Ret. $5.50 Only $3.88
65A-10078 Ret 25¢ D-Cel (order 3) ... Each 20¢

5 BUSY-DRIVER. Toddler's favorite new toy. A safe, sturdy toy that resembles the dashboard of daddy's car to a "T", with 10 different activities to keep children busy outdoors on the move and indoors as well. This exciting toy comes complete with attachment that allows it to be snapped onto strollers or to car seats in a jiffy. No loose parts. All action activities firmly anchored to dashboard. Wt. 3 lbs.
71A-11614 Ret. $6.50 Only $4.49



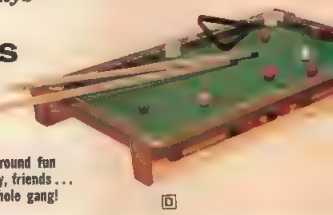


Frederick-Willys

fw

POOL TABLES

Year 'round fun for family, friends . . . the whole gang!



A 8-FT POOL TABLE WITH TENNIS TOP. All the fun of a regulation table, scaled for youngsters' convenience. Features green cotton billiard cloth over a reinforced ⅜" Versaboard bed; gum rubber fully covered cushions; 3¼" rail of select western pine; gray Duraspanel; self-contained single end ball return and storage area. Comes complete with table tennis top, net, paddles and ball; set of 1⅜" diam. numbered balls, two 48" cues, triangle, chalk and instructions. Size: 50x30x28" high. Wt. 109 lbs. FDB Factory Mfr.**

M81A-10380. Retail $86.00. Only **$64.95**

B JUNIOR PRO POOL TABLE WITH TABLE TENNIS TOP. Looks and plays like a full-sized pool table. Green cotton billiard cloth over a ¾" Versaboard bed, natural rubber cushions, 2¼" rail of select pines, 1-piece polyethylene corner and pocket liners, 3¼" walnut grained Dura-panel apron. Self-contained single end ball return and storage area. Comes complete with table tennis top, net, paddles and ball, set of 1⅜" diam. numbered balls, two 48" cues, triangle chalk and instructions. Size: 86x50x29" high. Wt. 36 lbs. Not mailable.**

81A-10378 Retail $40.00. Only **$29.95**

C "HI-TOT" POOL TABLE. Designed for youngsters, but the whole family can enjoy it. Size: 40x21½" overall, with green cotton billiard cloth over a ¼" hardboard bed, extruded rubber cushions, polyethylene corners and rubber cushions; 3¾" pine aprons, double and ball returns; full panel pedestal style legs. With 1" diam. numbered balls, two 30" cue sticks and triangle. Wt. 21 lbs.

81A-10168 Retail $23.00. Only **$16.95**

D TABLE TOP POOL TABLE. Pool you can play anywhere . . . on table, bench, or even the floor. Size: 30x17½" surface, 3¼" high. Cotton billiard cloth over ⅛" hardboard bed; extruded gum rubber cushions; polyethylene pocket liners, automatic ball return. With 1" diam. numbered balls, two 24" cues, triangle and instructions.

81A-10174 Retail $8.00. Wt. 8 lbs. Only **$5.95**

E ELECTRIC BAGATELLE GAME. A stand-up game with outstanding features. All steel, with playing surface enclosed in clear heavy lucite. 5 polished pocket balls. 11 electric scoring pins. Full spring plunger fires one ball at a time. Hitting the pins automatically runs up the score on the top scoring wheel. Drop a ball in the chute and the "Win, Place and Show" panels are lighted. With bell, replay lever and blinking lights. 120 V. 60 cycles. Size: 16x31x45". Wt. 25 lbs.

81A-10050 Retail $38.00. Only **$23.88**

F TUDOR NFL ELECTRIC FOOTBALL GAME. Captures all the excitement and realism of National Football League play. Includes two NFL teams in official uniforms, the Browns and the Giants. These moving players are sculptured in five 3-D action poses. Quarterbacks kick, pass and run. Automatic timer stops and starts with each play. Moveable 10-yard marker measures the close ones for first downs. Steel gameboard measures 21x39½x3¼" high.

81A-10189. Retail $18.00. Wt. 11 lbs. Only **$12.95**

AS ABOVE, except 16½x27x2½" high. Wt. 5 lbs.

81A-10204 Retail $11.00. Only **$7.88**

G N.H.L. OFFICIAL HOCKEY GAME. Exciting and realistic. Meticulous detail right down to the ice. Arena is 36½"x22¼". Authentic score tower shows all N.H.L. team standings. Other new features include delayed action puck dropper, play behind nets, automatic red "Light" for scoring and green "light" for end of period. Full color N.H.L. players and goalies, extra players for last minute of play; pennants for all 12 league teams. With sturdy adjustable steel legs. Wt. 11½ lbs.

81A-10429 Retail $22.50. Only **$15.95**

H REGULATION HOCKEY GAME. Automatic goal indicator springs up whenever a goal is scored. All players move along the ice and the goalie moves anywhere in his crease. Lithographed steel sides and ends, puck ejector, adjustable steel legs and big mounted score tower. Size: 32"x16½". Wt. 8 lbs.

81A-10493. Retail $15.50. Only **$10.95**

J CARROM GAME BOARD. World's most popular game board. Has captivated 3 generations of kids and their parents. Plays 106 different games. Carrom, crok pole, chess, checkers, backgammon, ten-pins, and many many more. 96-page booklet describes all 106 games. Board is 28½" square, with rounded corners and raised rim, reversible net pockets. With plastic rings, ten-pins, spinning tops, dice, cues and other equipment. Wt. 9 lbs.

81A-10093. Retail $10.00. Only **$6.48**

FLOOR STAND FOR ABOVE. Holds board at proper playing height. Revolves for convenience of players. Also stores board and other equipment. Wt. 3 lbs.

81A-10107 Retail $3.50. Only **$2.49**

**Shipped by truck or express

"ROCK 'EM, SOCK 'EM" ROBOTS.

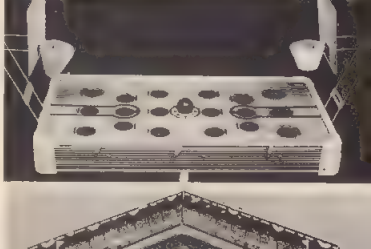
Wild action that tests your boxing skill. Two sets of control levers keep the robots throwing punches and dodging, till one knocks the other's block off — then you just push down on the top of the head and they're at it again. Each robot is 12¼" high, of high impact plastic, and they move around a 20" square ring. Wt. 7 lbs.

72A 10345 Retail $13.95. Only **$9.88**

PRO-BASKETBALL GAME.

All the color and excitement of real basketball. You pass the ball into the foreground for a shot . . . opposing players rebound. Center jump area and 18 shooting areas for every angle shot. All steel construction with see-thru styrene backboards with mounted score rig devices. Size: 16x16x30½" long. Wt. 7 lbs.

61A-10352 Retail $13.00. Only **$8.48**



TRU-ACTION ELECTRIC BASEBALL GAME.

Just like real baseball. Players actually run the bases and can be thrown out. Double and even triple plays are possible. Pitchers throw balls and strikes. Batter can hit singles, doubles, even bunts. Scoreboard on outfield fence keeps track of balls, strikes, outs and runs. Size: 20½" square. Operates on 110 volts, AC. Wt. 4½ lbs.

81A 10441 Retail $10.00. Only **$6.95**

FAMOUS ACTION GAMES

K CARROM "SKITTLES" GAME. A whale of a game that many generations have enjoyed. Any number can play. The idea is to spin the top and knock down the ten pins. Durable wood and hardwood construction. Size: 14x39x4" high. Wt. 9 lbs.

81A-10182 Retail $8.50. Only **$5.79**

L CARROM KIK-IT GAME. Nothing like it for indoor sport excitement. Combines the fun and thrills of hockey, soccer and basketball. The object is to work the rods and get the ping pong ball into the opponent's goal. As many as 8 can play at a time. Size: 20x60x3" high. With wood side boards and 3-color playing surface. Wt. 15 lbs.

81A-10115 Retail $12.00 Only **$7.99**

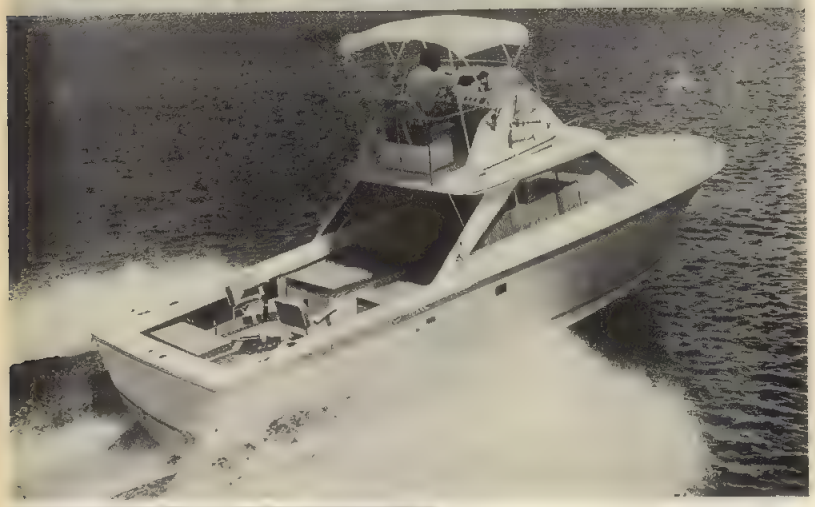
M RIDE-A-ROLLER" BALANCING BOARD. Here's a toy that teaches coordination and agility while it promotes physical fitness. Hours of safe fun and exercise. A non-slip board and specially fitted track assure safe use. 24"x8½"x3½" platform of heavy plywood. Hardwood roller. Wt. 3 lbs.

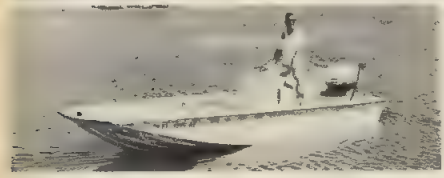
81A 10468 Retail $8.00. Only **$5.88**

N SILLY CYCLE. Wheels on your feet! Pedals like a bike. Fast, yet easy to control. Takes just minutes to learn then you're off! After a while you'll be going forward and backward, turning figure 8's, circles, and probably a few of your own tricks. Wonderful way to exercise and teach coordination. Made of hardwood with aluminum rollers. Size: is safe up 2".

81A 10476 Retail $4.00. Wt. 3 lbs. Only **$2.88**

'OCEAN'





The Doyle "Spinfisher" IS THE IDEAL BOAT FOR THE 3 MOST POPULAR WATER SPORTS! Fishing, Skiing, and Skindiving. Truly a bonefisherman's dream. Suited for bays, rivers, lakes, bayous, flats and the backcountry. Self bailing with unbelievable stability (7'6"x18') this sturdy boat will delight the heart of every ardent water sports enthusiast.

The Ocean 28-footers are a sleek new addition to the fiber-glass fleet from Ocean Marine Products. They are fast, high performance boats equally at home on lake, river, canal or blue water — power packed beauties that are responsive, stable, with more get-up and-go than you've ever before seen in a soft-riding family boat. Any one of the 28's can be powered for speeds in excess of 40 M.P.H.! and hold that pace hour after hour. They're stressed for it — and like all Ocean Boats, built better than they need to be. YOU CAN CUSTOM DESIGN AND OUTFIT YOUR NEW OCEAN 28 JUST THE WAY YOU WANT IT. Custom quality construction at Builders prices. 28's available in twin inboard power of your selection, or twin JACUZZI Marine Jet-Drives. 'Phone, write or wire us today for complete information.

See these magnificent performance Boats on display at our Booth No. B-360, at The Miami International Boat Show, Miami Beach Auditorium, February 20-25, 1970.

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Polaroid

POLAROID COLOR PACK II
FULL COLOR PICTURES

- ★ Color Pictures In a Minute!
- ★ Black And White Shots In Seconds!
- ★ Automatic Electronic Shutter!
- ★ Built-In Electric Eye!

4443V2390 The amazing Color Pack II "On-the-Spot" camera. Big 3¼x4¼" pictures—Both color and Black and White—at a popular price. Advanced engineering and technology have developed the Color Pack II Featured is a transistorized electronic shutter combined with an electric eye to measure the light on the subject -produces perfectly exposed pictures always. Unique 5' rangefinder is built into viewer; double exposure prevention; distance settings visible in viewer; 3 element lens for sharp, clear pictures; built-in flasher takes convenient flash cubes and easy drop-in pack loading. Complete with camera, "T-Bar" pull cord and instructions.
Sugg. Retail $29.95

3897V342—Flash Cubes. Set of 6 (24 shots). **Each .75**
4304V325—Camera Case. **Retail $3.95**

Polaroid Accessories

POLAROID BIG SWINGER CAMERA

4303V1600—The popular "Big Swinger" produces big sharp black and white 3¼"x4¼" pictures. Drop in the convenient Pack load type 20 Polaroid film and you're ready to go! Built in "Photometer" tells when the exposure is perfect . . . just twist the knob and "Magic Eye" opens a lens of perfect size for taking black and white pictures. No focusing! Pictures flash An excellent gift suggestion. Watch wrist strap.
Sugg Retail $24.95

4304V325—Big Swinger Case	$3.95	3768V318—Six Extra Flash Film	17.10
3787V236—Swinger Pack Flash Gun	2.85	4307V308—24 AG1 Flashbulbs	4.08

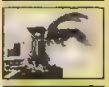
POLAROID "SWINGER" CAMERA

3776V1490—The amazing compact Polaroid camera that produces "develop-in-the-light" black and white pictures in 10 seconds! Easy to use . . . simply aim and shoot. Aim the camera, twist the flash cube for Yes, a moment after the shutter release and in a couple of minutes you have the finest black and white pictures you've ever seen! Three focus for added sharpness. Only a few operations. Watch wrist strap.
Sugg Retail $19.95

3775V1875—5 Rolls Swinger Film	$ 9.95	3089V325—Swinger Case	$ 3.95
3769V2475—15 Rolls Swinger Film	29.85	4307V308—24 AG1 Flashbulbs	4.08

POLAROID FILM PACKS
Type 107 Black and White
3767V238—Single 8 Exposure Pack. Retail $2.85
3768V311—Set of six 8 Exposure Packs. Retail $17.10

TYPE 108 COLOR PICTURE FILM
3769V450—Single 8 Exposure Packs. Retail $6.39
3770V1242—Set of three 8 Exposure Packs. Retail $16.17

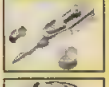


3772V656—POLAROID FLASH ATTACHMENT. For Models 330, 340, 350, 320. Complete the enjoyment of "on the spot" photography with the Polaroid flash attachment. Provides fine pictures with the above mentioned cameras for indoor or evening shots. **Retail $8.50**

3795V597—POLAROID CAMERA CASES. Quality Fitted Polaroid Case. A fine quality camera case to hold the Polaroid camera and all accessories. **Retail $11.25**
4191V1050—Deluxe Molded Polaroid Case. A deluxe-quality, handsome, rugged molded case to hold the Polaroid camera and all accessories. **Retail $17.95**

SYLVANIA FLASH BULBS
FLASH BULBS FOR POLAROID PACK FILM CAMERAS
4302V362—Set of 24 M3 Flash Bulbs. **Retail $4.00**

FLASH BULBS FOR POLAROID SWINGER CAMERAS
4307V308 Set of 24 AG1 Flash Bulbs. **Retail $4.08**



3490V468—SELF TIMER. The self timer permits the photographer to be in the picture . . . set the camera with the timer, and join the family for a complete group picture. Adjusts from 5 to 15 seconds. **Retail $5.95**

PRINT COPIER. Make extra prints from your favorite Polaroid shots. Fast, simple installation
4060V645—Copier for 330, 350, 340, 320 and 310 cameras. **Retail $8.95**
3815V428—Copier for Swinger Cameras **Retail $5.95**

3482V385—DEVELOPMENT TIMER. This handy timer will time the development of the picture. Audible ring at end of interval especially desirable for color pictures. **Retail $6.95**

PICTURE ALBUMS. Finest quality albums for the Polaroid pictures. Holds pictures up to size 3¼"x4¼". Unique Flip feature holds pictures back to back Smart leather-like cover with gold tone design.
3886V717—300 Picture Album Retail $11.95
3867V714—Set of two .00 Picture Albums Retail $11.90

3810V2700—LENS SET. Telephoto and Wide Angle Lenses with viewer. An outstanding accessory for the Polaroid photographer. Will fit **Models 360, 350, 340.** Complete with case.
Retail $44.85

3811V2251—LENS SET Telephoto and Wide Angle Lenses with viewer. Adds drama and excitement to Polaroid photography. Will fit **Models 330, 320.** Complete with case
Retail $37.80

PORTRAIT LENS SET Beautiful color or black and white portrait pictures Professional type results
4068V365—For Models 360 350. **Retail $10.95**
3493V780—For Model 340. **Retail $9.95**

CLOSE-UP LENS. A fine accessory lens that permits sharp, clear Polaroid pictures of small objects.
4066V658—For Models 330, 360. **Retail $10.95**
3494V760—For Model 340 **$9.95**

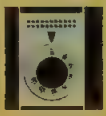
3491V468—POLAROID FILTERS. For Models 330, 340, 350, 360 Cloud Filter. Produces beautiful cloud pictures.
Retail $3.85
4229V351 — Ultra Violet Filter. With outdoor color pictures. Produces more natural colors. For models 330, 340, 350, 360
Retail $4.50

Polaroid

The Countdown Cameras

Electronic Flash Eliminates Flashbulbs

Automatic Recharger for Electronic Flash

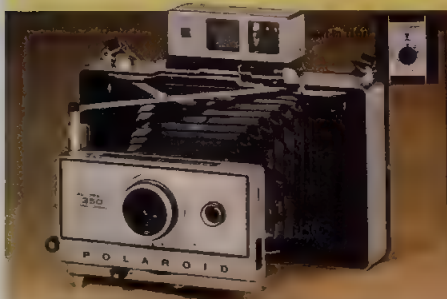


Electronic Timer for Correct Developing

"MODEL 360" ELECTRONIC FLASH CAMERA OUTFIT

4448V18900—The deluxe **Model 360 Camera** produces finished color pictures in a minute black and white in seconds. Three integrated electronic circuits. Built-in electric eye and transistorized shutter measure the light and time the exposure automatically. Automatic electronic timer built into the back of the camera reminds photographer when the picture is ready. Electronic flash clips right to camera—eliminates the flashbulbs. Exposure is 1/1000 sec., fast enough to stop any action. Rechargeable batteries contained in the unit. Charged flash provides 40 pictures. Recharger is included and works on house current. Superb Zeiss Ikon rangefinder-viewfinder, sharp triplet lens, four exposure ranges and handsome brushed chrome body and shutter housing. Outfit consists of camera, electronic flash, recharger, front cover and adjustable carrying strap. **Retail $199.95**

SEE FACING PAGE FOR COMPLETE ACCESSORIES



MODEL "350" AUTOMATIC COLOR PACK CAMERA

4447V18900—An excellent camera that gives color pictures in a minute or black and white in seconds. Built in electric eye and transistorized shutter. Two exposure ranges for black and white and two for color. Superb Zeiss Ikon range and view finder. Sharp window, projected frame image finder. Sharp triplet lens allows black and white pictures without flash. Built-in electronic timer. Crafted metal body and shutter housing. With front cover and adjustable carrying strap. **Retail $149.95**

3772V650—Flash Unit. **8.50**

SEE FACING PAGE FOR COMPLETE ACCESSORIES

MODEL 340 AUTOMATIC COLOR PACK CAMERA

4446V7400—Equipped with ultrasensitive electric eye, sophisticated electronic shutter and triplet lens. Produces finished color pictures in a minute, black and white in seconds. Black and white pictures indoors without flash. Built-in timer. Four exposure ranges, two for color and two for black and white. Dual-image coupled range and viewfinder. Viewfinder folds under camera's protective cover. Complete with front cover and adjustable carrying strap. **Retail $99.95**

3772V650—Flash Unit. **8.50**

SEE FACING PAGE FOR COMPLETE LISTING OF ACCESSORIES

MODEL "330" AUTOMATIC COLOR PACK CAMERA

4445V5800—Sensitive electric eye and transistorized electronic shutter. Produces finished color pictures in a minute, black and white in seconds. Built-in timer. Sharp triplet lens. Flash unit is used for indoor black and white pictures. Deluxe range and viewfinder stands upright. The camera body and shutter housing are of precision molded plastic. Complete with front cover and adjustable carrying strap. **Retail $79.95**

3772V650—Flash Unit. **8.50**

SEE FACING PAGE FOR COMPLETE LISTING OF ACCESSORIES

MODEL 320" AUTO[illegible]COLOR PACK CAMERA

4444V4700—The popular priced model of the automatic color pack cameras. Transistorized electronic shutter synced with a sensitive electric eye. Flash is used indoors for black and white pictures. Deluxe coupled range and viewfinder. Sharp duplet lens. Easy loading. Body and shutter housing are made of high impact plastic. Complete with detachable protective cover and adjustable carrying strap. **Retail $59.95**

3772V650—Flash Unit. **8.50**

SEE FACING PAGE FOR COMPLETE LISTING OF ACCESSORIES

RUGG MOWERS

SHIPPED F.O.B. OHIO

Extreme Caution Should Be Exercised When Operating Mechanical Equipment To Prevent Accidents

RUGG 30" CUT RIDING MOWER

• 7 HP B. & S. Engine • 4 Speed Transmission • Recoil Starter

2581GF33940—Twin 15" blades provide a 30" cut. Other features easy spin recoil starter positive automotive drum type brakes operate by foot pedal positive parking brake blade clutch rear fixing detachable blade housing auto differential, ball joint steering, 15" wide-track pneumatic rear and 13" semi-pneumatic front tires Transmission has 3 Forward and 1 Reverse speeds Front suspension stabilizer Fiberglass hood and fenders 4 positive height adj from 1¾" to 4½" Dimensions Length 82", Width 36" Seat height 24" Ship. wt 305 lbs.
Sugg. Retail $45 40

2865GF6394—32" Snow Blade with Chains for above Mower Only. Ship. wt. approx 45 lbs
Sugg. Retail $63 00

RUGG 25" CUT RIDING MOWER (Not Shown)

2822GF23495—25" cut mower with 5 H.P. B. & S. engine recoil starter, Vac-U Lift blade locating blade clutch, rigid front suspension 1¾" to 3" adj. height fiberglass hood, steel rear fenders tie rod steering, 39" turning radius 12" wide track pneumatic rear tires; 10" semi-pneumatic front tires Drum type brake foot pedal operated 3 Forward and 1 Reverse speed transmission, auto differential drive axle Dimensions Length 60"; Width 29" Seat Height 21" Ship. wt 309 lbs.
Sugg. Retail $311 70

2864GF5735—30" Snow Blade with Chains for above Mower Only. Ship wt approx 45 lbs
Sugg. Retail $74 20

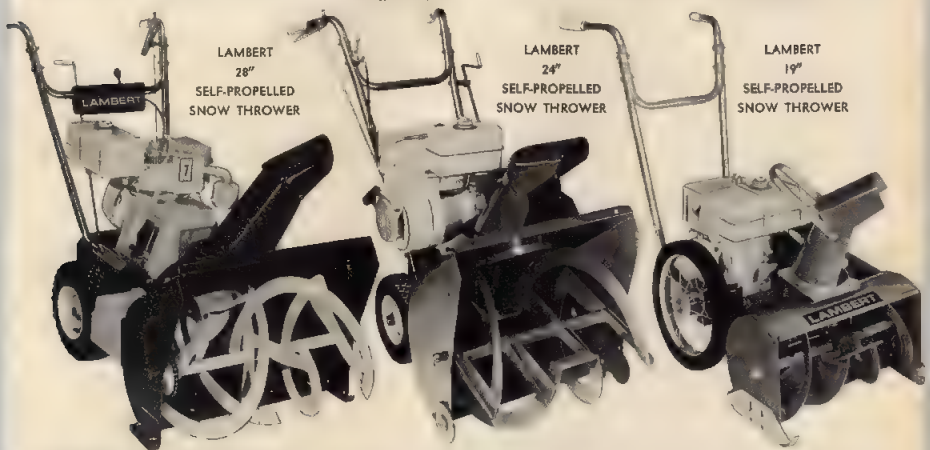
RUGG 26" CUT, ELEC. START RIDING MOWER

• 5 HP Tecumseh Eng. • Elec. Starter • Engine Rear Mounted

2846GF25385—26" cut mower with 12-volt electric start system with auxiliary starter Other features floating, detachable blade housing, auto differential drive axle, flexible torsion frame; drum type brake operated by foot pedal, adj center seat, single lever blade clutch Manual height of cut adj from 1½" to 3" 13.50" wide track semi-pneumatic rear and 10" semi pneumatic front tires Transmission has 1 Forward and 1 Reverse speeds Safe-T Rickaway tiller steering Separate automatic brakes for wheels and blade Mower makes tight 30° turns for close in work around trees and shrubs. Dimensions Length 55", Width 29", Seat Height 21" Ship wt. 245 lbs. Sugg. Retail $344.25

2836GF26816—Rugg 26" Cut Elec. Start Riding Mower. (Not Shown) Similar in above except with 4 speed transmission. Transmission has 3 Forward and 1 Reverse speeds Ship. wt approx 241 lbs.
Sugg. Retail $356.55

REFER TO PAGE 668 FOR ACCESSORIES AVAILABLE FOR RUGG RIDING MOWERS ON THIS PAGE.



Lambert 28" Self-Propelled Snow Thrower

• 7 HP Tecumseh Eng. • 5 Forward Speeds and Power Reverse • Cuts Full 28" Swath

2803GF28500—28" Snow Thrower with 7 HP winterized engine. Transmission has 5 forward speeds and power reverse to meet every snow condition. Proven power train, comb. of heavy duty chains, friction discs and safety V-Belt provides smooth easy shifting Fingertip clutch, gear shift, throttle and chute controls Chute control positively positions ejection chute through 210° arc Auger housing swings away from rear tractor assembly by mere removal of two bolts for starting Deep ribbed positive traction 12"x2.50" semi-pneumatic tires. F.O.B. Ohio Factory. Ship. wt. 285 lbs. Sugg. Retail $369.95

2804GF24583—Lambert 24" Self-Propelled Snow Thrower (Not Shown). Similar to above except with 5 HP Tecumseh engine and cuts full 24" swath Ship. wt. 270 lbs. Sugg. Ret. $319.95

2805GF2781—110-Volt Electric Starting Kit for above Snow Throwers. Replaces recoil rope starter—just push a button to start unit. Ship. wt. approx 5 lbs. Sugg. Retail $41 95

Lambert 24" Self-Propelled Snow Thrower

• 4 HP Tecumseh Eng. • Cuts Full 24" Swath

2586GF16736—24" Snow Thrower with 4 HP Tecumseh winterized engine Powerful 16" dia. auger with 21" housing bites through deepest snow drifts Proven power train comb. heavy duty chain and safety clutch and V-belt for efficient forward drive free wheeling reverse. Clutch and chute controls at operator's fingertips Chute swivels 210° Positive traction 10"x2.75" semi-pneumatic tires F.O.B. Ohio Factory Ship. wt. 175 lbs.
Sugg. Retail $299.95

2801GF18875—Lambert 24" Snow Thrower with 5 HP Engine (Not Shown). Same as above except with 5 HP Tecumseh eng. 3 forward speeds and power reverse Ship. wt 194 lbs Sugg. Retail $329.95

2806GF2781—110-Volt Electric Starting Kit for above Snow Throwers. Ship. wt approx 5 lbs. Rugg Ret. $41 85

LAMBERT 19" SNOW THROWER

• 3 HP Tecumseh Engine • High Spoke Wheels

2808GF12188—19" Snow Thrower with 3 HP winterized engine Slices full 19" swath with powerful 10¼" dia. auger. ⅜"x1" welded steel blades running on ⅝" dia. steel shaft. Adj. front skids position auger from ½" to 1" from pavement. Heavy duty chain drive to auger with special automatic clutch for safety and easy starting Rugged 12 and 14 gauge welded steel construction. Plated tubular handle. 14"x2.00" semi-pneumatic high spoke wheels provide fantastic free wheeling maneuverability F.O.B. Ohio Factory. Ship wt. 112 lbs.
Sugg. Retail $149.95

RUGG RIDERS

32" CUT RIDING MOWER

7 H.P. Engine; Twin Blades; Electric Starter-Generator, Battery, Headlights and Cigaret Lighter

2665GF47910—Cuts a 32" wide swath. 7 HP B. & S engine with electric starter. Instant stop from positive automotive drum-type, foot pedal operated brakes. Positive parking brake. 16" twin blades work in unison Safety Blade lever operated Clutch engages and disengages both blades Detachable floating blade housing Vac-U-Lift wind tunnel action. Blade Housing lifts up grass for accurate cutting. Exhaust channel is 5" high to scatter cuttings and eliminate raking. Heavy-duty reinforced channel type frame Floating front axles of heavy-duty alloy steel allow wheels to drop into low spots without altering level of cutting blade, assure uniform "Carpet Cut." Geared 2½-to-1 ratio steering enables rider to make tight turns. Adjustable steering wheel. Contoured deluxe seat with high back adjusts to three positions Seat has steel frame, covered foam cushion Fiberglas hood and fenders. 16 inch pneumatic rear tires, 13" pneumatic front tires. Four cutting positions ranging from 1¾" to 3½". Refer to Transaxle Special Features Shown Below. Includes Tow Bar for pulling of attachments. **Dimensions:** Length 56", Seat Height 25". Width 34". Ship wt. 368 lbs. **Sugg. Retail $637.20**

2666GF39365—**32" Cut Riding Mower without Electric Starter Generator, Battery, Headlights, and Cigarette Lighter.** Mower comes with a 7 HP B. & S. Engine with Recoil Starter Other features same as above **Sugg. Retail $523.55**

ACCESSORIES FOR RUGG RIDERS

2697GF6705—**34" Snow Blade for 32" Rider Mowers Only** Blade is 12" high, adj. straight ahead or 25 degrees to either side With chains Fingertip control Ship wt. 48 lbs. **Retail $87.10**

Trailer Dump Cart

2822GF2764 — **Fits all Rugg Riders.** 4½ Cu. Foot Capacity. Ball bearing wheels with 15"x 1.75" semi-pneumatic tires. Size. 34⅛"x20½"x14" Ship. wt. 47 lbs. **Retail $34.70**

Grass Catcher

2597GF2959—5 bu. cap Easy to remove and dump, folds flat for storage. Wt. 12 lbs. **Ret. $37.45**

5-Reel Gang Mower (Not Shown)

2689GF15313 — Each reel 22" Overall cut 60" Tires 10.75 semi-pneumatic. Ship. wt. 216 lbs. **Retail $201.55**

2589GF2231—**Lawn Roller (Not Shown)** 14" dia. x 24" length. Wt.: 150 lbs filled with water Ollie bearings Ship wt 36 lbs. **Retail $28.95**

TRANSAXLE FEATURES FOR 32" CUT RIDING MOWERS

Combines 4-speed transmission and differential Completely sealed, built-in automotive drum type brake operated by foot pedal 5 forward speeds Tractor Low; Mowing Normal and Travel High Fourth Speed is Reverse Made for extra durability with heat-treated, high alloy steel-ground gear shafts and gears in sealed box

SHIPPED F.O.B. OHIO

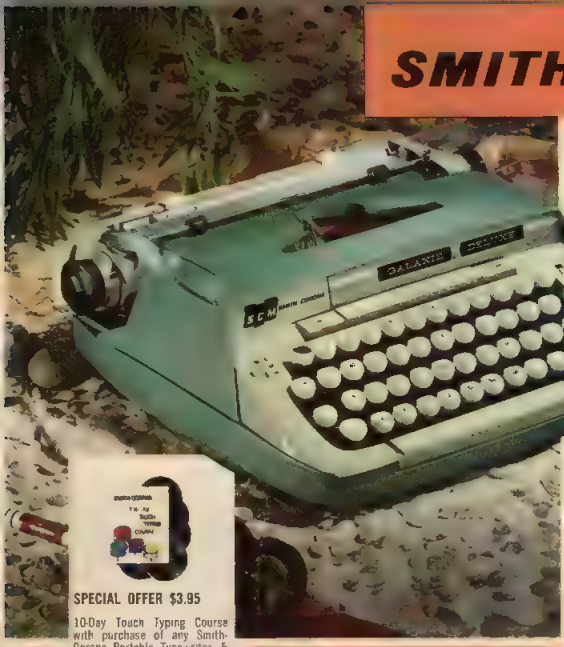
30" Snow Blower For 32" Cut Riding Mowers Only

2670GF19125—Single stage; 30" wide Snow Blower Attachment. Raises and lowers for easy travel. Engages and disengages for easy operation Remote chute control; adjustable skids Throws average snow 25' to 30' Complete with mounting instructions Size 30" w. x 22" h. x 22" d. Ship. wt 165 lbs. **Sugg. Retail $250.00**

Riding Mowers & Accessories Shipped F.O.B. Ohio Factory

SMITH-CORONA®

Galaxie® Deluxe



Metallic Blue

Charcoal Grey

Trimline™ Carrying Case Matches Your Airplane Luggage

GALAXIE DELUXE — FEATURES BIG MACHINE EFFICIENCY, CHANGEABLE™ TYPE, TIME SAVING POWER SPACE. Sturdy construction for heavy-duty performance, yet styled and priced for the student and general home use. The Galaxie® has all the most wanted features including full length tabulator that key sets and clears, three position ribbon selector, touch selector, a Page Gage™ and Quick-Set™ margins. You will be proud to own a Smith-Corona Galaxie® Deluxe. **Specify Pica, Elite, or Script type.** Shipping Weight 21 lbs

88A-10087S Grey Ret. $116.50 **Only $97.88**

88A-10085S Grn. Ret. $116.50 **Only $97.88**

88A-10095S Blue Ret $116.50 **Only $97.88**

Metallic Green

SPECIAL OFFER $3.95

10-Day Touch Typing Course with purchase of any Smith-Corona Portable Typewriter. 5 Columbia records easel type ustrated instruction book

POWER SPACING. Touch the button and your carriage moves with "electric-like" action, smoothly, precisely to any point on your writing line. Perfect for forms, applications, invoices etc.

FEATURES CHANGEABLE TYPE™

Special type bar [illegible] for optional Changeable Type™. Over 50 symbols and accents can be added

PICA type

ELITE type

Super Sterling®

Corsair® Deluxe

SUPER STERLING — FEEL THE SMOOTH ACTION; SEE THE PRECISION RESPONSE OF THIS BASIC SMITH-CORONA PORTABLE. Sleek low profile design to go with this rugged steel construction. 88 character keyboard has full length tabulator key sets and clears, a personal touch selector and three position ribbon selector. Complete with Page Gage™, line indicator, removable platen and Quick-Set™ margins. A handsome traveler **Specify: Pica or Elite Type.** Shpg. Wt 20 lbs.

88A-10382S	**Grey**	Retail $109.95	Only **$76.99**
88A-10133S	**Green**	Retail $109.95	Only **$76.99**
88A-10141S	**Blue**	Retail $109.95	Only **$76.99**

CORSAIR® DELUXE — SETS THE STANDARD OF DEPENDABILITY. 84 character keyboard Pre-Set™ tabulator, 3-position ribbon selector, retractable paper support. Space bar for half spacing **Specify: Pica or Elite type.** Shpg. Wt 12 lbs

88A-10117S	**Blue**	Retail $59.50	Only **$39.85**
88A-10893S	**White**	Retail $59.50	Only **$39.85**

5 YEAR GUARANTEE

SCM warrants each new Smith-Corona Portable Typewriter and Electric Adding Machine to be free from defects in material or workmanship. For a period of five years from date of purchase by retail customer SCM will replace any part which proves defective with no charge for shipping and the usual charge for labor. There will be no charge for labor during the first 90 days after purchase. This warranty does not apply (1) to replacement of motor, energy cell, charger, carrying case or rubber parts after 90 days from original purchase or (2) to damage resulting from accident, neglect or misuse.

Portables and Adding Machines

Coronet™ Electric

Slate Grey

Spring Green

All Metal Vinyl Carrying Case

Starmist Blue

CORONET ELECTRIC — THE FIRST PORTABLE ELECTRIC TYPEWRITER! Touch the keys and electricity does the work. American made with 88 character office-sized keyboard, electric shift keys. Time-saving electric repeat actions dashes, dots, underlines, and "X's." High speed spacing at fingertip command. Full-length tabulator, key sets and clears. Quick Set™ visible margins and Page Gage™ Exclusive Copy Set dial, variable line spacing, retractable paper support arms. Easily removable platen. Trimline all steel carrying case. **Specify: Pica, Elite or Script type.** Wt. 27 lbs. Retail $149.50.

88A-10166S	Grey	Only $119.95
88A-10176S	Green .	Only $119.95
88A-10184S	Blue	Only $119.95

5 YEAR GUARANTEE

SCM warrants each new Smith-Corona Portable Typewriter and Electric Adding Machine to be free from defects in material or workmanship. For a period of five years from date of purchase by retail customer SCM will, replace any part which proves defective with no charge for shipping and the usual charge for labor. There will be no charge for labor during the first 90 days after purchase. This warranty does not apply (i) to replacement of motor, energy cell, charger, carrying case or rubber parts after 90 days from original purchase, or, (ii) to damage resulting from accident, neglect or misuse.

Coronet™ Automatic

CORONET™ AUTOMATIC — A TOTALLY ELECTRIC PORTABLE THAT FEATURES AUTOMATIC ELECTRIC CARRIAGE RETURN. All steel construction and unsurpassed dependability. Standard American keyboard with 88 characters. It has electric shift; automatic electric repeat action, dashes, dots, underlines and "X's." The full length tabulator key sets and clears. Copy Set dial adjusts for the number of carbons you need. Page Gage™ shows you the fourth marg.n, visible margin stops and persona touch selector. **Specify: Pica, Elite, or Script type.** Wt. 27 lbs.

88A-10825S	Grey	Retail $189.50 . .	Only $148.95
88A-10834S	Green .	Retail $189.50 ..	Only $148.95
88A-10842S	Blue	Retail $189.50	Only $149.95

Figurematic

FIGUREMATIC — LIGHTWEIGHT ALL-ELECTRIC ADDING MACHINE FOR HOME, STUDENT OR PROFESSIONAL USE. Easy-to-learn, dependable adding machine 8 lb. electric brain does your adding, subtracting, multiplying automatically! Simplified keyboard is easy to use . . . has sensitive key response. Goes wherever you go—tuck in the cord, snap-on the cover, pullout the retractable case handle. Easy-to-read clear [illegible] capacities 999,999.99 and 10 a.s 8 19999.999. [illegible] Wt. 10 lbs.

[illegible] . Only [illegible]

CORONET™ ELECTRIC 12. A wide carriage beauty that gives you two additional inches of typing space so that you can handle overs-zed envelopes, regular sheets sideways, special forms and reports. 88 character office sized keyboard, electric shift keys. Full-length tabulator. Has same equipment as the Coronet Electric. **Specify: Pica, Elite or Script type.** Shpg. Wt. 27 lbs.

88A-10850S	Grey	Ret. $159.50	Only $129.95
88A-10869S	Green	Ret. $159.50	Only $129.95
88A-10877S	Blue	Ret. $159.50	Only $129.95

7053T2580—The Pacific Fast Freight. A train set with remote control action and scenic excitement. Track makes big 45" x 45" rounded square layout over bridge and trestle. Features the powerful, lighted, 4-6-2 "Pacific" Locomotive and "Union Pacific" tender. Also includes a refrigerator car; a remote control log unloading car and bin; a pulpwood car; a hopper car; a skid flat car w/culvert pipe, 8-wheel caboose. Track and accessories include a decorated tunnel, 17-piece bridge and trestle set; 11 sections 18" radius curved track; 1 section 18" radius curved terminal track; 9" straight re-railer track; 2 sections 9" straight track. Use with power pak shown on this page. Approx. Ship. wt. 7 lbs. ..... Sugg. Retail $43.60

DYNA-BALANCE 2 POLE MOTORS

PRECISION GROUND WHEEL BEARINGS

DRIVES, NYLON

7054T2100—"The Over and Under" Freight with Tyco-Pak. A brawny, lighted GP-20 diesel on the over and under realism of a full figure 8 track layout featuring a 33 piece bridge and trestle set. Four exciting cars. Complete set includes: a lighted GP-20 diesel "Burlington," skid flat car W/3 tractors, box car, gondola car W/ culvert pipe, 8-wheel caboose "Burlington." 30 piece trestle set and 3 piece bridge set. Power pak equipped with direction and speed controls. Track includes 1 section 18" radius curved terminal track, 18 sections 18" radius curved track, 5 sections 9" straight track and 1 section 9" re-railer track. Approx. Ship. wt. 7 lbs. Sugg. Retail $35.00

Tyco Master-Pak

6601T690—Direction control, on-off switch, overload indicator light. Circuit-breaker protected. 3 amperes. AC-DC terminal. Ship wt. 1 lbs. **Retail $16.00**

7055T2400—Alco Action Freight" with Tyco-Pak you'll find action here as a beautiful freight set, led by the exciting lighted Alco 430 diesel "Santa Fe" with many action and beauty features. Featured are a piggback flat car with two trailers and trackside trailer depot, operating log dump car and remote control actuator, 12 telegraph poles, and 25 assorted signs. Other cars included are: refrigerator car, skid flat car W/3 Caterpillar tractors and 8-wheel caboose. Track includes 1 section 18" radius curved terminal track, 11 sections 18" R. curved track, 3 sections 9" straight track, and 1 section 9" straight re-railer track. **Power pak included.** Approx. Ship wt. 8 lbs. ..... **Sugg. Retail $40.60**

6770T780—Santa Fe "Diesel GP-30." A brawny, lighted, powered diesel that's authentically scaled, realistically detailed. Gimbal mounted, self-contained diesel power trucks maintain sure traction and contact on roughest track. Use with Tyco equipment or HO Rolling stock with NMRA couplers. Ship. wt. 2 lbs. **Sugg. Retail $18.00**

7056T2280—The Super 72 with Tyco-Pak. A 72 piece train set featuring the 0-4-0 lighted "Shifter" steam type locomotive and piggback tender "Santa Fe." Track makes big 45" x 36" oval. Set includes a refrigerator car, hopper car, piggback flat car W/2 trailers and separate truck terminal. Auto loader with 5 automobiles. 8-wheel caboose. Santa Fe 12 telegraph poles, 12 assorted trackside signs, and 1 truck tractor. Track includes: 17 piece bridge and trestle set, 1 section 18" radius curved terminal track, 11 sections 18" radius curved track, 1 section 9" straight track, and 1 section 9" straight re-railer track. The Tyco-Pak has direction and speed controls. Ship wt 8 lbs ..... **Sugg. Retail $38.00**

Remote-Control Switches

7058T600 — This pair of switches can be used with any HO train set. Consists of right and left hand switches. **Retail $10.00 Pr.**

7057T2520—"The Super Chief" Santa Fe Passenger Train with Tyco-Pak. This gleaming streamliner is complete with a power pak equipped with direction and speed control. Led by a beautiful F9 diesel "Santa Fe" and its mate, the non-powered F9 "B" diesel, this set features 4 dual-lighted cars: 1 streamline dual-lighted combine car, 2 streamline dual-lighted coaches and 1 streamline dual-lighted observation car. Track for big 45"x36" oval includes: 1 section 18" radius curved terminal track, 11 sections 18" R. curved track, 1 section 9" straight track, and 1 section 9" straight re-railer track. Approx. ship. wt. 8 lbs. **Retail $48.00**

90-Degree Crossing

7059T135 — Allows two main lines to interact. Especially needed for figure of eight layout. **Retail $2.25**

HO Track

6786T180—Box of 12 curved sections 9" long 18" radius. 94 lbs. **Retail $6.35 ea.**

6787T180—Box of 12 straight sections, 9" long. 81 lbs. **Retail $6.35 ea.**

TYCO HO GAUGE TRAIN SET

Complete with Action Accessories

THE RAILROAD EMPIRE WITH THE LIGHTED MIKADO AND TENDER

7060T3900—This great 6 car set headed up by the powerful, lighted Mikado locomotive is a set that's loaded with the most outstanding automatic and remote control action features, providing endless hours of fun and realistic railroad action. Set includes: Lighted 2-8-2 Mikado locomotive and tender "Pennsylvania RR," remote control log unloading car and bin, auto loader car w/6 autos, hopper car, piggy-back car with 2 trailers (also has truck terminal and truck tractor), cable reel car, box car, skid flat car w/culvert pipe, 8-wheel caboose. Also includes: Lighted freight station, automatic crossing gate, remote control uncoupler set, 1 right and 1 left hand manual switch, 16 sections 18" radius curved track, 1 section 9" straight terminal track, 7 sections 9" straight track, 1 section 9" re-railer track. Uses Master-Pak on page 740. Approx. Ship wt. 33 lbs.

Sugg. Retail $65.00

ALL THESE ACTION FEATURES IN THIS SET OF SETS!

Piggyback Flat Car with Trailers and Trailer Depot
Many Layout Variations Possible
Operating Crossing Gate
Remote Control Operating Log Dump Car
Remote Control Uncoupling Rail
Lighted Freight Station

REALISTIC-RUGGED 027 STEAM TRAINS BY *MARX*

Twin Diesel Freight Set

7061T2040—Set includes a colorful Santa Fe Diesel Locomotive equipped with reverse, headlight and "power-pull" plus a Santa Fe "B" Unit, Auto Car, Refrigerator Car, Stake Car and brightly decorated Santa Fe Caboose. Also includes 8 Curved Track, 1 Straight Track, 1 Uncoupling Track, Track Connector and a UL Approved 50 Watt Transformer Train measures 61" Track 27"x39", 102" Oval. Approx. ship wt. 10 lbs.

Sugg. Retail $32.00

Six Unit Twin Diesel Freight Set

Four Unit Steam Freight

7063T918—This set consists of a plastic steam type locomotive, a tender, a gondola and a caboose. The cars have realistic railroad lettering on each side. The eight curved tracks form a 27"x27" layout with a circumference of 84". The train is 32" long. Also included is a track connector and a U.L. approved 25 watt transformer. Approx. ship wt. 6 lbs. . . . . Sugg. Retail $14.50

Four Unit Chug Steam Freight Train

5 Unit Chug Freight Train

7063T1178—The locomotive headlight lights the way and the automatic chug-chug noise adds the dimension of sound as the 4½" train speeds around the 27"x35½" track layout. Of high impact plastic in attractive solid colors, each car has "ownership" markings. The rugged locomotive has reversing action and moving side rods. Powered by a 25 watt 115 volt 60 cycle U.L. approved transformer. Set complete with 8 curved track, 2 straight track and connector. Approx. ship wt. 8 lbs.

Sugg. Retail $18.50

Five Unit Chug Freight Train

Big Rail Work Train

7064T4503—The complete Railroad with a detailed, rugged plastic locomotive with real smoke and headlight, automatic crossing gate, semaphore, and siding switch, automatic log dumping car and coupling/uncoupling and Big Rail 50 watt transformer. Layout measures 50" long and 34" wide (including siding projection). Added extras include station, telegraph poles, figures, dead-end bumper on siding, dumped log catcher, simulated high tension "Wires" for telephone poles, right of way signs, smoke liquid, news stand. Includes 8 straight, 9 curved track, 1 switch, 8 poles, connecting wires, trip levers. More than a railroad train it's a complete railroad system. Approx. ship wt. 12 lbs.

Sugg. Retail $35.95

Complete 50 Piece Railroad

"Big Rail" Work Train

SPORTS . . . TRAVEL . . .

VIEW-MASTER

NEW! TALKING VIEW-MASTER® Stereo viewer 10.88

View-Master adds an exciting new dimension to stereo viewing—sound. Now you can hear as well as see your favorite cartoon, TV and movie characters.

Listen and learn about famous travel spots or adventures in exploration like the Apollo moon landing. Just order the ones you want from the list at right.

Recordings are on same discs that you view—synchronize automatically. Insert reel, press sound bar, enjoy brilliant color 3-D views plus dialogue. Includes 1 demonstration reel. Uses 2 "C" batteries (included)

55 J 3900M. Sh. wt. 3 lbs 10.88

Talking View-Master® with gift pak collection 14.77

A gift the whole family can enjoy—all the fun of color 3-D views with added excitement of sound.

The new Talking View Master viewer lets you hear as well as see the antics of cartoon favorites, listen to adventures like the Apollo moon landings, or hear descriptions of scenic wonders.

Gift Pak comes in a permanent storage canister and includes Talking Stereo Viewer with 2 "C" batteries, plus 6 talking reels (42 pictures). Popeye, Apollo Moon Landing 1969, Scenic USA, Birds of the World, Mother Goose Rhymes, and Switzerland.

55 J 3906M Shipping weight 5 lbs. . . . Set 14.77

VB-663

VB-318

VA-[illegible]

VB-160

VB-616

VB-361

Standard View-Master® with gift pak 3.55

Here is fascinating world of brilliant color and life-like 3-D. Hold standard viewer to any light—precision-ground lenses bring pictures into sharp focus (see standard reels, facing page)

7 reel (49 picture) set incl. choice of (A) Fairy Tales, (B) Cartoon Favorites, (C) Disney Favorites. All in permanent storage canister, separate can for reels. State choice.

55 J 3908M. (1 lb. 6 oz.) 3.55

Budget Power can give your loved ones a Christmas to remember

CARTOONS . . . TV SHOWS . . . SCIENCE—SEE THEM ALL

STEREO PICTURES . . . in 3-D and vivid color

Talking View-Master® stereo packets

2.95 ea.

The dramatic new world of Talking View-Master is yours with these 3-reel packets. Each reel has 7 stereo scenes in color and 3-D . . . 21 scenes in all. Integral sound disc talks and describes. Packet includes 16-pg. story booklet. To order: state catalog number of group, subject number, title. Sh. wt. 8 oz. Ex.: 5S J 3914, VB-300, Snow White

CHILDREN'S STORIES and Special Subjects . . . . . 5S J 3914M

VB-360 Alice in Wonderland
VB-663 Apollo Moon Landing, 1969
VB-331 Bugs Bunny
VB-678 Birds of the World
VB-345 Casper's Ghostland
VB-318 Cinderella (Disney)
VA-302 Disneyland
VB-514 The Flintstones
VB-383 Jungle Book (Disney)
VB-871 Little Drummer Boy
VB-410 Mother Goose Rhymes
VB-851 Noah's Ark
VB-678 Our Planet Earth
VB-516 Popeye
VB-676 Prehistoric Life
VB-405 Smokey the Bear
VB-344 Snoopy and the Red Baron
VB-300 Snow White
VB-616 Wild Animals of World
VB-361 Wizard of Oz

TRAVEL . . . . . 5S J 3925M

VA-090 Canada
VA-371 Grand Canyon
VA-226 Holy Land, The
VA-791 National Gallery of Art
VA-646 *New York* City
VA-662 Niagara Falls
VA-998 Scenic U.S.A.
VB-185 Switzerland
VA-681 United Nations
VB-178 Vatican City
VA-801 Washington, D.C.
VA-793 White House, The
VA-306 Yellowstone Nat'l. Park

VIEW-MASTER THEATER . . . picture fun for the whole family! You get one standard non-stereo 30W View-Master projector, projector carrying case, one standard stereo View-Master viewer plus ten seven-scene stereo picture reels (70 scenes in all). State choice of 10 reel series: (A) Travel Scenes Theater or (B) Disney Theater. **10.88**
2S5 J 3901. Mailable. (7 lbs.) . . . . . Set 10.88

VIEW-MASTER DELUXE travel theater. Non-stereo projector has 100W lamp and F/2.8 lens projects stereo pictures up to 27x30-in. Height adjusts. Lighted stereo viewer uses 2 "C" batteries (included). Outfit also comes with carrying case for projector, plus 10 exciting travel reels (70 stereo scenes) as a starter collection. **15.99**
2S5 J 3915. Mail Sh. wt. 10 lbs. . . . . Set 15.99

LIGHTED STEREO VIEW-MASTER . . . just press the full width light bar for brilliant internal illumination instantly. Shows you bright full-color 3-D pictures. Takes all standard View-Master stereo reels. High impact polystyrene housing in Beige and Light Brown. One reel included. Uses 2 "C" batteries (not included, see page 404). **2.99**
5S J 3930M, Shpg. wt. 1 lb. 4 oz. 2.99

NOTE: for extra reels for above View-Masters, order from listings below.

Standard View-Master® Stereo packets

3 reels (21 views) ea. pack. Sold only in packs of 3. To order: state catalog numbers of groups, subject numbers, titles (2 oz.) Example: 5S J 3921M; B-536; Peanuts 5S J 3917M, B-776, Ice Follies.

Any 2 packs 3.00

CHILDREN'S STORIES and Special Subj. . . . 3S J 3921M

A-177 Adventureland (Disney)
B-663* Apollo Moon Landing, 1969
B-400* Bambi
B-482* Batman
B-538* Beep, Beep! (Road Runner)
B-570* Beverly Hillbillies
B-852* Bible Heroes
B-531* Bugs Bunny
B-533* Casper the Friendly Ghost
B-319* Cinderella (Disney)
B-479* Daniel Boone
B-525* Donald Duck (Disney)
B-571* Family Affair
A-178 Fantasyland (Disney)
B-514* Flintstones, The
B-520** Frontier Fabbest, Bem-Bam
B-482* Frogger
B-495* Flying Nun
B-269* Holy Land, The
B-572* Julia
B-361* Jungle Book (Disney)
B-494* Land of the Giants
B-480** Lassie Look Homeward
B-871* Little Drummer Boy
B-482* Lost in Space
B 501 Love Bug, Disney)
B-376* Mary Poppins (Disney)
B-529* Mickey Mouse (Disney)
B-478* Mod Squad, The
B-493* Monkees, The
B-532* 101 Dalmatians (Disney)
B-535* Peanuts
B-516** Popeye
B-579* Ringling Bros. Circus
B-308* Sleeping Beauty (Disney)
B-405* Smokey the Bear
B-344* Snoopy and the Red Baron
B-300* Snow White & the 7 Dwarfs
B-509* Space Mouse
B-499* Star Trek
B-483* Voyage to Bottom of Sea
B-508* Woody Woodpecker

NEW RELEASES—all the latest packets . . . 3S J 3917M

B-365* Aristocats (Disney)
B-502* Banana Splits, The
B-565* Captain Kangaroo Show
B-617* Dinsey on Parade
B-259 Expo '70 Japan—General
B-270 Expo '70 Japan—Night Scenes
B-547* Hardy Boys, The
B-776* Ice Follies
B-508* Lancelot Link-Secret Chimp
B-573* Liddle Kiddies, The
B-573* Manny and the Professor
B-542* National Soap Box Derby
B-586* Superman & Supergirl Comic

ABC'S WIDE WORLD OF SPORTS—New! 3S J 3917M

B-945* Auto Racing
B-847* Automobile Stunt Driving
B-849* Basketball Championship
B-940* Little League World Series
B-846* Motorcycle Thrills
B-845* Power Boat Championship
B-843* Rodeo Thrills

TRAVEL—The world in 3-D color 5S J 3923M

A-489* Badlands Nat'l. Mon., S.D
A-489* Black Hills, S.D.
A-168* California, Northern
A-169* California, Southern
A-090* Canada
A-376* Carlsbad Caverns, N.M.
A-320* Colorado
A-262* Cypress Gardens Ski Show
B-172* France
B-192* Germany
A-296* Glacier Park, Mont.
A-361* Grand Canyon
A-360* Grand Teton, Wyoming
A-809* Great Smoky Mountains
A-129* Hawaii
A-194* Hollywood, Calif
A-129* Honolulu and Waikiki
A-159 Las Vegas, Nev
A-876 Lookout Mountain, Tenn.
A-181* Los Angeles, Calif
A-864* Marineland of Florida
A-185* Marineland of Pacific
B-001* Mexico
A-489* Miami & Miami Beach, Fla.
A-482* Mount Rushmore, S.D.
A-863* Manhattan, N.Y.
A-855* Niagara Falls, N.Y.
A-321* Rocky Mtn. Colorado
A-322 Rocky Mt. Nat. Park, Colo.
A-096* Russia, U.S.A.
A-790* Washington, D.C.
A-793* White House, Wash., D.C.
A-309* Yellowstone National Park
A-171 Yosemite National Park

Deluxe View-Master® with gift pak

5.74

Exciting 3-D viewing with convenient internal lighting. Just a press of the finger turns it on . . . while a flick of the finger changes scenes. Permanent canister for viewer plus reel storage can. Choice of 7 clrful picture reels (49 stereo scenes): (A) Fairy Tales, (B) Cartoons or (C) Disney Favorites. Order extra reels at right. Uses 2 "C" batteries (incl.) State choice.
5S J 3909M. Sh. wt. 10 lbs. . 5.74

* Story folder included. †Stereo viewing only—cannot be used with projectors

The 3-cylinder Sea-Horse 60 is the hottest news in outboards. Start up this upstart and you'll know why. We've added a third intake port to each cylinder. These "power ports", teamed with unique new "pressure-back" piston rings*, improve both the efficiency and power of the loop-charging combustion system. Nice trick. You get 5 more horses than last year's 55 with no appreciable increase in weight or fuel consumption. To turn that extra horsepower into ultimate go power, the 60 comes with a choice of 7 standard props (3 optional high performance bronze models also available). A newly designed remote control unit puts you in command of both the throttle and Johnson's exclusive Hydro-Electric power shift with a single lever. One hand . . . one smooth move . . . and you're geared and going like 60! Charge!

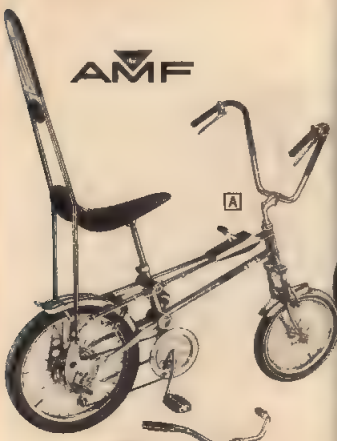
This all new Sea-Horse 60 is just one of 15 new 1970 models from 1½ hp up to 115 hp. And they're all ready to go right now at your dealer. Or write for a free catalog. Johnson Motors, Waukegan, Ill. 60085, Dept. MB-71.

*pat. app. for

For 24 months after purchase Johnson Motors will replace or repair without cost to the original purchaser any part of its manufacture which, upon inspection proves to have failed in normal pleasure use due to faulty material or workmanship.

Johnson
is the way to go!

FIRST IN DEPENDABILITY • Dlv. Outboard Marine Corporation



A AMF DRAG RACER. A 5-speed beaut with new stick shift control consol mounted on new wedge frame construc tion. Special disc style chrome chai guard and 26" chank. Comes in Flam boyant Avocado with red trim. Has 20" 2½" stick rear tire and 16" x 1¾" fron tire with double white stripes. Features Hi-back contour-styled buddy saddle with red and green rally stripes, T Bar with head rest, hand operated front and rea caliper brakes, tape wrapped hi-rise handlebars, and stylized chrome fenders A must for the younger jet set. Wt. 47 lbs Not mailable.**

70A-11112.....Retail $95.00 . .Only $64.8

B "THE DRAGSTRIPPER" RACING BIKE By Stelber. A bike with a personality o its own. A bike that's more like a car than a bike, more like flying than riding It's a racing rake, with a little wheel in front, bigger wheel in back. 16" front 20" rear; grooved front tire, studded rear Spring mounted seat, pleated panele cover; chrome-plated sissy bar and match ing headrest. Chopper high handlebars black mets flake grips. Orange Klo body chromed fenders. Front drum brake 3-speed console. Get yours now. Wt. 48 lbs. Not mailable.**

70A-11268. . .Retail $100.00.....Only $69.9

AMF SKYRIDER BIKES

AMF ROADMASTER JUNIOR SIDEWALK BIKES

AMF SKYRIDER BIKES. Ruggedly constructed 26" and 24" sizes. Speed-sweep cantilever frames. 1.75" middleweight tires. Dependable coaster brakes, chrome plated tire rims. 2 tone padded saddles with springs. Sweep-back style chain guards. Translucent vinyl molded handlebar grips. Boy's models in Red, girl's in Blue, both with chrome and white trim. Not mailable.**

BOY'S 26" BIKE. Wt. 46 lbs.
70A-10426. Retail $58.00 ..... Only **$37.88**

GIRL'S 26" BIKE. Wt. 45 lbs.
70A-10427 Retail $58.00 ..... Only **$37.88**

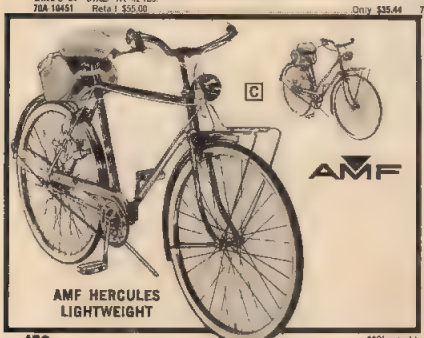
BOY'S 24" BIKE. Wt. 43 lbs.
70A-10443 Retail $55.00 ..... Only **$35.44**

GIRL'S 24" BIKE. Wt. 42 lbs.
70A 10451 Retail $55.00 ..... Only **$35.44**

AMF ROADMASTER JUNIOR SIDEWALK BIKES. The perfect first bike for your youngster. Comes with training outrigger wheels that are easily removed once youngster learns to "solo." In addition each model converts from a boy's to a girl's bike simply by removing the frame and turning it upside-down. Semi-pneumatic tires on all models. Dependable bicycle coaster brakes. Forks formed and stamped of heavy gauge steel. Flamboyant red finish with white trim. Not mailable.**

20" SIDEWALK BIKE. Wt. 38 lbs.
70A-11202. Retail $40.00 ..... Only **$25.44**

16" SIDEWALK BIKE. As above without streamers or whitewalls. Wt. 32 lbs.
70A-11210 Retail $34.00 ..... Only **$22.99**



SPECIAL
HANDLE BAR RADIO HOLDER

FOR ALL BIKES . . . SEE PAGE 440

C AMF HERCULES DELUXE LIGHTWEIGHT BIKES. The best in continental styling, with guaranteed features. Hand operated front and rear caliper brakes. 3 speed hub with Sport Shift control mounted on frame. Extra strong parallel tube frame; 26x1⅜" lightweight whitewall tires, large, heavy duty white touring bag. Chrome finish rims, and chainguard, chrome front luggage carrier and fenders. Specially treated before enameling for rust resistance. Flamboyant gold finish with white trim. Wt. 40 lbs. Not mailable.**

70A-10787 . . Boy's Bike. Retail $75.00..... Only **$49.95**

70A-10788. . Girl's Bikes. Retail $75.00..... Only **$49.95**

D STELBAR DELUXE UNICYCLE. The newest excitement on wheels. Takes real skill to ride it, but the fun is more than worth the effort. All chrome finish features single adjustable seat post, deluxe bucket banana seat 20x1.75 pneumatic whitewall tire, chrome fork tangent spoke wheel with chrome rim. Wt. 13 lbs.

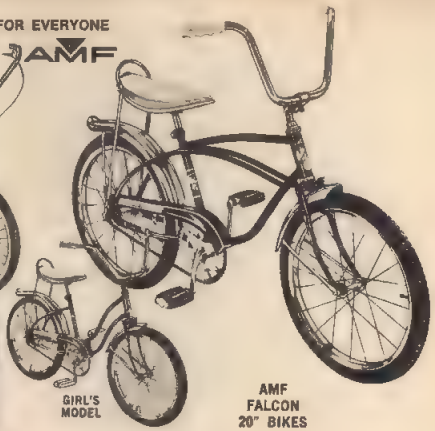
70A-10854 Retail $26.00..... Only **$19.45**

**Shipped by freight or express

FUN ON WHEELS FOR EVERYONE

AMF RENEGADE III 20" BIKES

SPECIAL HANDLE BAR RADIO HOLDER FOR ALL BIKES . SEE PAGE 440



GIRL'S MODEL

AMF FALCON 20" BIKES

AMF "RENEGADE III" 20" BIKES. The runaway favorite with younger boys and girls, with features they really go for: cantilever frame; hand operated front and rear caliper brakes, 3 speed rear hub with stick shift control mounted on frame, stylish chrome fenders; contour style 2-tone embossed and glittered buddy saddle. 20x2⅛" knobby rear tire, 20x1¾" front tire, white sidewalls. In flamboyant magenta with white trim. Not available.**

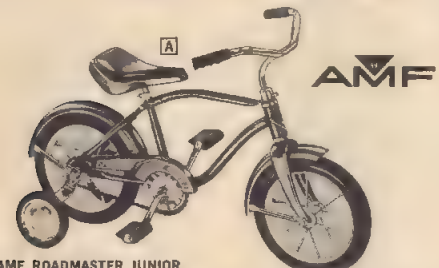
70A-11121 Boys. Wt. 45 lbs. Retail $80.00 ..... Only **$54.90**

70A-11148 Girls. Wt. 42 lbs. Retail $80.00 ..... Only **$54.90**

AMF "FALCON" 20" BIKE. Fabulous performers at remarkably low prices. Sturdy cantilever frames; dependable coaster brakes, chrome saddle brace, large white saddle with silver trim, chrome half hi-riser handlebars with white finger molded grips, chrome plated fenders. 20x1¾" tires. Boys' in flamboyant light blue with white trim, girls' in flamboyant peppermint with white trim. Wt. 35 lbs. Not available.**

70A-11186 Boys Model Retail $60.00 ..... Only **$39.90**

70A-11184 Girls Model Retail $60.00 ..... Only **$39.90**



AMF ROADMASTER JUNIOR 12" SIDEWALK BIKE

AMF ROADMASTER JUNIOR 12" SIDEWALK BIKE. New—from AMF. Sturdy tubular steel frame, direct drive. Convertible, changes from boy's to girl's model in minutes. 3½" bicycle tread tires. Trainer outrigger with 5" wheels. Flam turquoise finish with white trim. Wt. 27 lbs. Not available**

70A-11228 Retail $26.00 ..... Only **$17.88**

AMF DUO-DECK TRIKES. Deluxe models, built ruggedly to take all the punishment little boys and girls can dish out. Sturdy step-up Econopak frame, sturdy top step deck, 1" tubular steel head, 1¼" tubular steel backbone. Twin strut chrome plated handlebars, chrome plated steel fender, ball bearing pedal wheel. Chain tread 1¾" wh-tewall tires with red inner stripe. Deep embossed turquoise glitter saddle. Flamboyant turquoise finish with white trim.

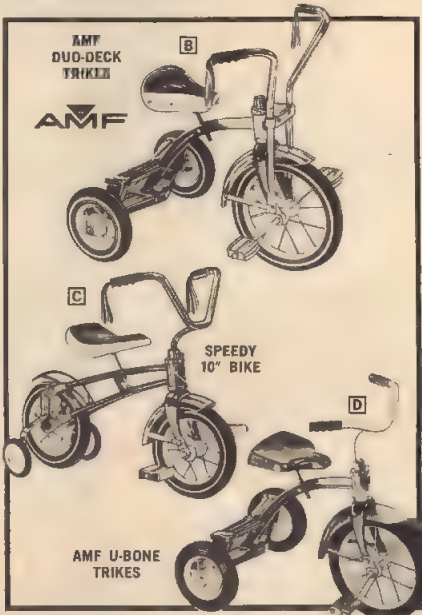
Cat. No.	Wheel	Retail	Wt.	Only
70A-11172	10"	$18.50	16 lbs.	$12.65
70A-11190	12"	20.00	18 lbs.	13.85
70A-11199	18"	22.00	22 lbs.	14.85

AMF ROADMASTER 10" SIDEWALK BIKE. Now every child can have a bike. 10" wheels let the little man become the big man. Pedal drive, chrome plated fenders, adjustable saddle. Remove training outrigger 1¼" bicycle tread tires. Flam orange finish with white trim. Wt. 16 lbs

70A-11237 Retail $19.00 ..... Only **$12.44**

AMF U-BONE TRIKES. Rugged steel construction, double rear deck design, ball bearing pedal wheels, bright plated hub caps. 1½" semi-pneumatic tires. Adjustable ¾" white enameled handlebars, adjustable steel saddles, red grips and pedals. Red and white enamel finishes

Cat. No.	Wheel Size	Retail	Wt.	Only
70A-10188	10"	$12.50	15 lbs.	$ 8.44
70A-10178	12"	14.00	17 lbs.	9.33
70A-10194	16"	15.50	20 lbs.	10.86
70A-10182	20"	18.00	25 lbs.	12.22



**Shipped by freight or express

BENRUS

With a Benrus, You've Got Something Better Up Your Sleeve!

Benrus watches are manufactured to the highest standards of perfection by master craftsmen . . . using only the finest quality components . . . and subjected to the most exacting inspection controls.

The result is a superb timepiece of unsurpassed precision and accuracy that you can own and wear with pride.

Lady Pamela. Graceful, petite design. 17 jewels, yellow top, stainless steel back. Unbreakable mainspring. 10K gold filled mesh bracelet with slide lock.
7188W4193 . . . . Retail $65.00
Lady Pamela W. Same in white.
7189W4193 . . . . Retail $65.00

Lord Adrian 17 jewels, yellow top, stainless steel back. Sweep second, luminous hands. Unbreakable mainspring. Adjustable expansion band.
7190W3493 . . . . Retail $55.00
Lord Adrian C. Same with champagne dial.
7191W3493 . . . . Retail $55.00

Lord Aikan Z. Traditional square design with black dial. Sweep second hand. Yellow top, stainless steel back. Unbreakable mainspring. Matching adjustable expansion band.
7192W3353 . . . . . Retail $52.50
Lord Aikan. Same with white dial.
7193W3353 . . . . . Retail $52.50

Lady Marney. Delicately sculptured case, yellow top stainless steel back. 17 jewels. 10K gold filled mesh bracelet with slide lock. Unbreakable mainspring.
7194W4193 . . Ret. $65.00
Lady Marney W. Same in white.
7195W4193 . . Ret. $65.00

Calendar Craig. Handsome, contemporary styling with calendar feature. Sweep second, luminous hands. Yellow top, stainless steel back. Unbreakable mainspring. 17 jewels. Matching adjustable expansion band.
7198W3633 . . . . Retail $57.50
Calendar Craig X. Same in white.
7199W3633 . . . . Retail $57.50

Lady April. Popular oval styling with faceted crystal. 17 jewels, 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Flexible, adjustable bracelet safety chain.
7196W3073 . . Ret. $47.50
Lady April W. Same in white.
7197W3073 . . Ret. $47.50

Lord Abbey. Rugged masculine design. White case, stainless steel back. Luminous dial, sweep second hand. Unbreakable mainspring. Adjustable expansion band. 17 jewels.
7200W3213 . . . . . Retail $49.95
Lord Abbey Z. Same with black dial.
7201W3213 . . . . . Retail $49.95

Lord Adler. Smart, modern sunburst fine line dial, luminous hands, sweep second. White top, stainless steel back. 17 jewels. Unbreakable mainspring. Adjustable expansion band.
7202W3493 . . $55.00

Orbit Allston Bold, distinguished dress watch. Self-winding, sweep second, luminous hands. White top, stainless steel back. Unbreakable mainspring. Adjustable expansion band. 17 jewels.
7203W3773 . . $59.95

Lady Rose. Budget beauty. 17 jewels. Yellow top faceted crystal, stainless steel back. Unbreakable mainspring. Matching adjustable expansion band.
7204W2793 . . . Retail $42.50
Lady Rose W. Same in white.
7205W2793 . . . Retail $42.50

BENRUS

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Benrus watches are manufactured to the highest standards of perfection by master craftsmen . . . using only the finest quality components . . . and subjected to the most exacting inspection controls.

The result is a superb timepiece of unsurpassed precision and accuracy that you can own and wear with pride.

Lady Louise. Exquisitely styled 17 jewel creation. Yellow top, stainless steel back. Unbreakable mainspring. Flexible, adjustable bracelet with safety chain.
7206W3913 . . . Retail $59.95
Lady Louise W. Same in white.
7207W3913 . . . Retail $59.95

Calendar Orbit Dwight. Distinctive timepiece with self-winding, calendar, sweep second, luminous hands features. 17 jewels, yellow top, stainless steel back. 12K gold filled link bracelet, matching adjustable clasp.
7208W6433 . . . . Retail $97.50

Calendar Ron. 17 jewels, calendar feature, yellow top, stainless steel back. Sweep second, luminous hands. Unbreakable mainspring. Matching expansion band.
7209W4193 . . . Retail $65.00
Calendar Ron X. Same in white.
7210W4193 . . . Retail $65.00

Calendar Orbit Judson X. 17 jewels, self-winding, sweep second, luminous hands. White top, stainless steel back. Unbreakable mainspring. Matching adjustable band.
7211W5033 . . . Retail $75.00
Calendar Orbit Judson. Same in yellow
7212W5033 . . . Retail $75.00

Orbit William Z. 17 jewel movement, self-winding, unbreakable mainspring, sweep second luminous hands, black dial. Yellow top, stainless steel back. Matching adjustable expansion band.
7213W4333 . . . Retail $65.00
Orbit William. Same with white dial.
7214W4333 . . . Retail $65.00

Lady Camille. Classic design. Sculptured case, faceted crystal, yellow top stainless steel back. Unbreakable mainspring. 17 jewels. 10K gold filled mesh bracelet with slide lock.
7215W4193 . . $65.00
Lady Camille W. Same in white.
7216W4193 . . $65.00

Lady Claire. Fashionable petite design. 17 jewels, yellow top, stainless steel back. Unbreakable mainspring. Flexible, adjustable bracelet with safety chain.
7217W3913 . . $59.95
Lady Claire W. Same in white
7218W3913 . . $59.95

STUNNINGLY CRAFTED 14K SOLID GOLD CREATIONS

Calendar Orbit Day. Handsome day and date dress watch. Self-winding, sweep second, luminous hands. 17 jewels. Unbreakable mainspring. Yellow top, stainless steel back. 10K gold filled mesh bracelet with slide lock.
7219W6013 . . . . Retail $89.95
Calendar Orbit Day X. Same in white with stainless steel bracelet.
7220W6013 . . . . Retail $89.95

Lady Hope. Elegant petite oval styling 14K yellow solid gold sculptured case 17 jewels. Unbreakable mainspring. Flexible adjustable 10K gold filled mesh bracelet with safety chain.
7221W6013 . . Ret. $89.95
Lady Hope A. Same in 14K white solid gold.
7222W6013 . . Ret. $89.95

Lady Michele. Exquisite petite dress styling 14K yellow solid gold sculptured case. 17 jewel movement, unbreakable mainspring. Flexible, adjustable 10K gold filled mesh bracelet with safety chain.
7223W6013 . . Ret. $89.95
Lady Michele A. Same in 14K white solid gold.
7224W6013 Ret. $89.95

Lady Donna. Dainty dress beauty 14K yellow solid gold sculptured case. 17 jewels. Unbreakable mainspring. Flexible, adjustable bracelet with safety chain.
7225W6013 . . Ret. $89.95
Lady Donna A. Same in 14K white solid gold.
7226W6013 . . Ret. $89.95

BENRUS

With a Benrus, You've Got Something Better Up Your Sleeve!

Benrus watches are manufactured to the highest standards of perfection by master craftsmen . . . using only the finest quality components . . . and subjected to the most exacting inspection controls.

The result is a superb timepiece of unsurpassed precision and accuracy that you can own and wear with pride.

Lady Cheryl. Dainty delight. 17 jewels. Yellow top, stainless steel back. Unbreakable mainspring. Flexible, adjustable bracelet with safety chain.
7227W3913 . . Retail $59.95
Lady Cheryl W. Same in white.
7228W3913 . . Retail $59.96

Calendar Technipower. Electric cell, high accuracy timepiece. Transistorized movement nothing to wind. Automatic date change, sweep second, luminous hands. Yellow top, stainless steel back. Adjustable matching band with slide lock.
7229W7973 . . Ret. $117.50
Calendar Technipower X. Same in white.
7230W7973 . . Ret. $117.50

Calendar Orbit Gem. Bold continental styling. Self-winding, calendar sweep second, luminous hands. 17 jewels, yellow top stainless steel back. Unbreakable mainspring. Flexible bracelet with adjustable ratchet clasp.
7231W5173. . . Ret. $77.50
Calendar Orbit Gem X. Same in white.
7232W5173. . . Ret. $77.50

Orbit Starfire X. Contemporary styling with white top, stainless steel back, matching adjustable expansion band. 17 jewels self-winding, sweep second, luminous hands unbreakable mainspring.
7233W4753. . . Ret. $72.50
Orbit Starfire. Same in yellow.
7234W4753. . . Ret. $72.50

Calendar Orbit Hector. For the modern man. Self winding, sweep second, luminous hands. Unbreakable mainspring. 17 jewels. Yellow top, stainless steel back, matching adjustable expansion band.
7235W5033. . . Ret. $75.00
Calendar Orbit Hector X. Same in white.
7236W5033. . . Ret. $75.00

Lady Crest. Pretty and practical. Easy-to-read dial, sweep second, luminous hands. Yellow top, stainless steel back, matching expansion band. Unbreakable mainspring. 17 jewels.
7237W4193. . . . . Retail $65.00
Lady Crest X. Same in white, with full figure dial.
7238W4193. . . . . Retail $65.00

DAZZLING DIAMONDS SHOWCASED IN ELEGANT STYLING

Diamond Mal. Two genuine diamonds set in a 10K white rolled gold plated case with stainless steel back. 17 jewel movement. Full figure dial. Unbreakable mainspring. Flexible, adjustable bracelet, safety chain.
7239W4053 . . $62.50
Diamond Mal T. Same in yellow.
7240W4053 . . $62.50

Diamond Dale. Sophisticated custom styling. Two genuine diamonds set in a petite 10K white rolled gold plated case, with faceted crystal and stainless steel back. 17 jewels, unbreakable mainspring. Flexible, adjustable bracelet safety chain.
7241W4753 . . . . . Retail $72.50

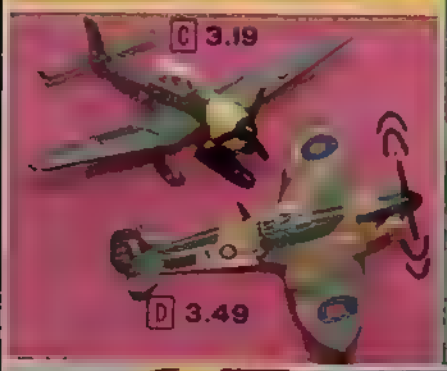
Diamond Dianne 23. Superb creation with four glittering diamonds and 23-jewel movement. White 10K rolled gold plated petite top with faceted crystal stainless steel back. Unbreakable mainspring. 10K gold filled mesh bracelet with slide lock.
7242W5733 . . . . . Retail $85.00

Diamond Dottie G23. Ultra-smart, ultra feminine. Two gleaming diamonds set in a petite 14K yellow solid gold marquise shaped case with faceted crystal. 23 jewel movement unbreakable mainspring. 10K gold filled mesh bracelet with slide lock.
7243W6153 . . $92.50
Diamond Dottie 23. Same in 14K white solid gold.
7244W6153 . . $92.50

Diamond Dawn 23. Exquisite elegance. Four fiery diamonds set off by stunning, sculptured white 14K solid gold case. 23 jewel movement. Unbreakable mainspring. Flexible, adjustable bracelet, safety chain.
7245W7833 . . . . . Retail $115.00

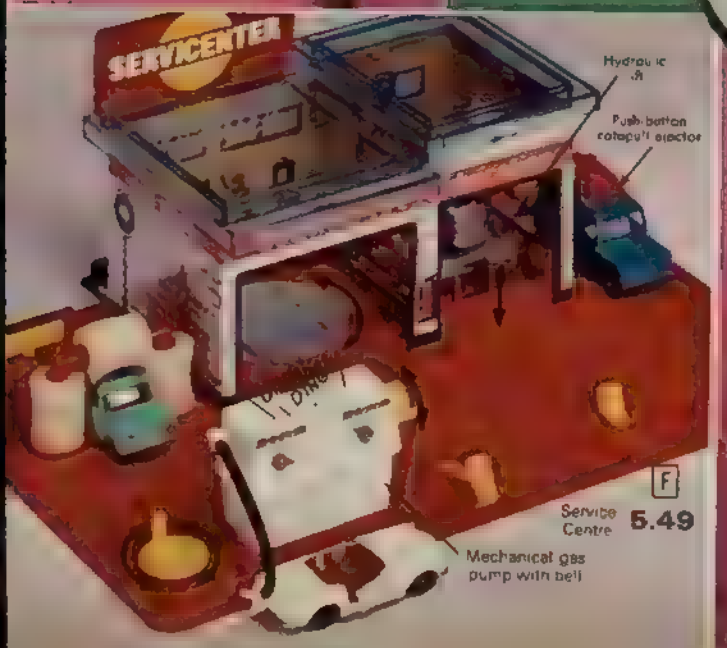
A
Exciting Collect-a-Car Raceway Rally Set
15.99
Guide pins let you race Hot Wheels, Matchbox, Dinky, Corgi cars, etc
Over 11' of track make over-and-under figure 8

B 4.49 set


C 3.19
D 3.49

E
Set of 4 Planes 3.99

4 control switches allow cars to change lanes
Pit stop safety zone
G
Switch a Track Motorized Raceway
17.99
H
Case with Car
2.99


SERVICENTER
Hydraulic lift
Push-button catapult ejector
F
Service Centre 5.49
Mechanical gas pump with bell

J
Set of 8
3.99

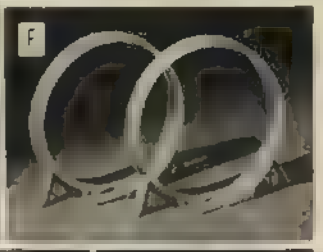
K
Set of 6
4.49

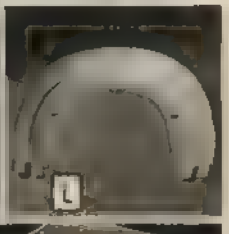
SAVE $4.00 on Super-Charger Sprint Set

A Rev em up and watch them go! Test your skill as you put 2 sporty cars through their paces on the super fast track. Super-Charger gives continual power boost to cars keeps them racing non-stop—has multi-speed throttle control. Also includes 16 of track, two 180° curves, joiners, trestles, loop. Uses 2 'D' batteries (not incl.—see P. 44)
79N28612DL–Reg. 13.99 9.99

SAVE $3.00 on 'Double Dare' Set

B Start cars at gate. watch them zoom through the loops soar mid air over twin jumps, race to the finish—winner drops flag. Set includes 2 cars, starting finishing gates, 2 loops, 28' of track (two 14 lanes), joiners, clamp, 4 jump ramps. Lots of action!
79N28611DL–Reg. 10.99. 7.99





C SAVE 1.00 on Single Super Charger with throttle control. Use with any Hot Wheels single track. Uses 2 'D' batteries (not incl.—see P. 44)
49 N 28 530—Reg. 6.99. Del'd. 5.99

D SAVE 1.00 on Two-Way Super-Charger—gives exciting non-stop racing on two levels. breathtaking crisscross competition! Two multi-speed throttle controls. As cars pass through plastic Super-Charger, they get an extra boost of power—makes for fast action around the track. Uses 2 'D' batteries (not incl.—see P. 44)
49 N 28 531—Reg. 8.99. Del'd. 7.99

E Hot Wheels Rally Case stores and carries 24 of your cars (cars not incl.) When closed looks like a 'mag wheel'. Rugged plastic with convenient carrying handle. About 2" thick, with 12½" diameter.
49N28623–Del. 3.99

12-Car Rally Case. (Not shown.) As Item (E) but holds 12 cars.
49 N 28 620—Abt. 10" diam. . . . 2.77

F Set of Two Loops. Watch the cars race through the exciting loops on separate or dual tracks.
49 N 28 535—Reg. 2.99. Del'd. 2.79

G SAVE 20% on Hot Wheels Car Case—stores and carries 24 cars (not incl.) Compartments adjust for length. Sturdy vinyl, about 12⅛ x 8⅛ x 1¾"
49 N 28 621—Reg. 3.77. Del'd. 2.99

H Dual-Lane Lap Counter automatically registers each pass in side-by-side or single-track competition
49 N 28 647—Each, delivered. . 2.49

J Dual Brake and Esses Unit for use with Sizzlers only. Dual lane brake controls let you slow cars down as they head into the tricky esses.
49 N 28 485 –Each, delivered. 3.99

As Above but for one-lane track only
49 N 28 484—(Not shown.) Ea. 2.49

K 4 Curved Tracks. 90° banked tracks for Grand Prix excitement
49 N 28 533—Reg. 2.99. Del'd.. 2.79

2 Full Curve Tracks. (Not shown.) Tricky 180° curves to test your skill.
49 N 28 534—Reg. 2.99. Del'd.. 2.79

20-Ft. Straight Track, ten 2-ft. pieces.
49N28599–(Not shown.) Del. 2.49

L Dual-Lane Curve Unit. Banked dual-lane curve for figure 8 racing or converts to 180° curve for wide oval course. 3-piece construction, pieces snap together easily.
49 N 28 648—Set, del'd. 2.49

M Dual-Lane Rod Runner—for dual-lane racing. Booster sends cars zooming around track. Adjust speed to match layout. No batteries needed, hand-powered action.
49 N 28 648—Each, del'd . . . 3.99

Rod Runner as above but single track.
49N28649–(Not shown.) Del. 2.49

N Power Pit—for use with Sizzler cars only. Bring cars in for 'pit stop'—fully recharged in 90 seconds! Timing dial measures just the amount of recharge you want. A permanent plug-in electric accessory.
49 N 28 486. Each, del'd 9.99

P Dual Lane Speedometer for use with dual lane track. Registers speed in mph and kilometers. Automatic resetting; no batteries needed.
49 N 28 615—Each, delivered. 3.99

Speedometer as above but single lane.
49N28616–(Not shown.) Del. 2.49

R Juice Machine for use with Sizzler cars only. Just plug nozzle in car and press starter to charge. Fill 'em up or fill 'em a little—90 seconds gives full recharge. Uses 4 'D' batteries (not included—see Page 44)
49 N 28 483—Each, del'd . . . 1.99

New! Hot Wheels Sizzlers

1 **Sizzlers Laguna Oval** features long straightaways, ups and downs and banked curves! Sizzler car zips around track for up to 5 minutes then recharge at Juice Machine, nozzle plugs into car—90 seconds give full recharge. Uses 4 'D' batteries (not incl.—see P. 44) Also includes 2 full curves, 8 joiners, 2 trestles. 16 feet of plastic track
79 N 28 547 DL—Set delivered 9.99

2 **Sizzlers Newport Pacer**—the racing excitement of an oval track plus many super features! Sizzler car 'storms' around track, through speedometer into Speed Brake section and on through the tricky esses. Automatic speedometer registers in mph and kilometers. Speed Brake and Esses unit has manual brake control to slow car down. Juice Machine keeps car charged, uses 4 'D' batteries (not incl.—see P. 44) Included 2 full curves, 7 joiners, 14' of plastic track
79 N 28 548 DL—Set, delivered 13.99

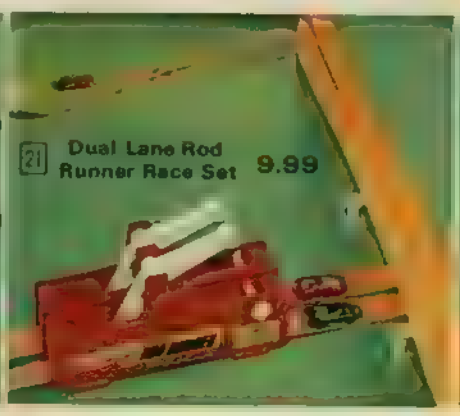
3 **Sizzlers California 8 Race Set** has it all—tricky figure 8 track, side by side competition...over-and-under track layout—plus many Sizzler custom extras! Two Sizzler cars streak around 'hot strip' track, 'pour it on' through the hair raising banked curves. Dual-lane lap counter records each lap for both cars. Manually controlled Dual Speed Brake and Esses section adds to the thrills and excitement—slow your car down to avoid spinning out! Also includes 2 dual lane curves, 2 dual lane trestles, 28' of track, 8 joiners. Juice Machine uses 4 'D' batteries (not incl.—see P. 44)
79 N 28 549 DL—Set, delivered 19.99

4 **Sizzler Pacific 8 Race Set**—all features of Item (3) but has Power Pit instead of Juice Machine. Power Pit is permanent, electric plug in accessory—fully recharges car in 90 seconds. Timing dial measures length of charge
79 N 28 586 DL—Set, delivered 24.99

SAVE $1 when you buy any 2
3.49 Each Any 2 **5.98**

5 to **10** Sizzler Cars with interchangeable power cells. Run 4-5 min. per charge. Abt. 3" long

(5)	49 N 28 492—Ford MK IV	Ea. 3.49; any 2/6.98
(6)	49 N 28 493—Angeleno M70	Ea. 3.49; any 2/6.98
(7)	49 N 28 494—Mustang Boss 302	Ea. 3.49; any 2/6.98
(8)	49 N 28 495—Revvin' Heaven ...	Ea. 3.49; any 2/6.98
(9)	49 N 28 496—Hot Head	Ea. 3.49; any 2/6.98
(10)	49 N 28 497—Firebird Trans-Am	Ea. 3.49; any 2/6.98



11 to **20** **Hot Wheels Cars**—Your choice of any 5 for 3.99. Metal die-cast cars

(11)	49 N 28 582 The Demon	Any 5/3.99
(12)	49 N 28 572—Chaparral ...	Any 5/3.99
(13)	49 N 28 585—VW Beach Bomb	Any 5/3.99
(14)	49 N 28 574—Twinmill ..	Any 5/3.99
(15)	49 N 28 576—Classic '32 Ford	Any 5/3.99
(16)	49 N 28 575—Turbofire	Any 5 3.99
(17	49 N 28 583—Ferrari 312P	Any 5 3.99
(18)	49 N 28 584 Mantis	Any 5 3.99
(19)	49 N 28 577—Splittin' Image	Any 5/3.99
(20	49 N 28 581—Red Baron	Any 5/3.99

21 **Dual-Lane Rod Runner Race Set.** The all-new figure 8 race set that features the twin-stick Rod Runner hand operated power booster that keeps em racing without batteries or electricity! Includes 2 fiery Hot Wheels cars, two 200° dual-lane curves, 32 of track, 14 joiners, 2 dual lane trestles.
79 N 28 545 DL—Set, delivered [illegible]

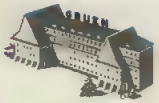
Rod Runner Speedway Set (Not shown) Single lane oval track. Includes single Rod Runner, 1 Hot Wheels car, 3 trestles, two 180° curves, 8 joiners
79 N 28 539 DL—16' of track Set, del'd 5.99

22 **Drag Chute Stunt Set.** Gravity powered car zips down track—loops the loop—leaps through space—pops drag chute! Includes Hot Wheels car, daredevil loop, 2 drag chutes, 2 jump ramps, 1 trap door track, 4 joiners, 1 clamp
49 N 28 544—16' of track Set, del'd [illegible]

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

GRUEN

The Precision Watch Since 1874



The Quality Watch
with the Fine Swiss Movement

GRUEN
25 Jewel
Autowind

THE
SELF-WINDING
WATCH
OF DISTINGUISHED DESIGN

GRUEN
MARK OF PRECISION PERFECTION
25
JEWELS

New Standard of Excellence

A MILLIE. Pleasantly rounded case 17 jewels. 10 kt rolled gold plated top, stainless steel back. Adjustable bracelet with safety chain
02A-12635 Ret. $78.00 Only **$39.95**
MILLIE, White, same as above.
02A-12644 Ret. $78.00 Only **$39.95**

B PETITE SANDY, It's neat and petite. 17 jewels. 10 kt yellow rolled gold plated top, stainless steel back Adjustable bracelet with safety chain.
02A-11656 Ret. $72.00 Only **$36.45**
PETITE SANDY, White, same as above
02A-11664 Ret. $72.00 Only **$36.45**

C GOLDEN MARTA. Handsomely contoured case with round dial opening. 14 kt. gold 17 jewels. Adjustable bracelet with safety chain.
02A-10900 Ret. $84.00 Only **$42.95**
GOLDEN MARTA, White, same as above.
02A-10919 Ret $84.00 Only **$42.95**

D MARLENE. Diamond shaped with rounded ends. 10 kt. rolled gold plated top, stainless stee. back 17 jewels Adjustable bracelet with safety chain.
02A-12652 Ret. $80.00 Only **$40.75**
MARLENE, White, same as above
02A-12660 Ret $80.00 Only **$40.75**

E DIAMOND LIL. Quality watch. 2 diamonds. 17 jewels. 10 kt. white rolled gold plated top, stainless steel back. Expansion bracelet
02A-10889 Ret. $70.00 Only **$35.45**
DIAMOND LIL, Yellow, same as above
02A-10897 Ret. $70.00 Only **$35.45**

F MAGDA. Soft flowing concave case. 17 jewels. 10 kt. rolled gold plated top stainless steel back Adjustable bracelet with safety chain.
02A-12679 Ret $78.00 Only **$39.95**
MAGDA, Yellow, same as above.
02A-12687 Ret $78.00 Only **$39.95**

G MARK. Self-winding. Water resistant. Nite-glo. Yellow top, stainless steel back. Adjustable double feature band
02A-10597 Ret. $85.00 Only **$45.95**

H Autowind® EARL. Striking, champagne color dial. Self-winding Water resistant. Yellow top, stainless steel back Clasp-lock bracelet.
02A-12695 Ret. $90.00 Only **$48.95**

I Autowind® GARY. Stainless steel case. Self-winding. Water resistant Nite-glo. Double feature adjustable band
02A-10595 Ret. $76.00 Only **$38.75**
AUTOWIND GARY, Black Dial, Same as above
02A-10609 Ret $76.00 Only **$38.75**

K Autowind® PERRY. Calendar. Stainless steel case. Self-winding. Water resistant, Nite glo Adjustable double feature band
02A-10569 Ret. $88.00 Only **$45.95**

L Autowind® LORD. 14 kt. gold case. Calendar Self-winding. Water resistant. Rugged, handsome adjustable band Nite-glo
02A-11872 Ret. $166.00 Only **$84.00**

M Autowind® RAY. Calendar, Self-winding Water resistant. Yellow top, stainless steel back Nite-glo. Double feature adjustable band.
02A-10579 Ret. $100.00 Only **$50.75**

Average Shp. Wt. 1 lb. each

Created by Master Craftsmen
GRUEN
All Gruen watches have incabloc® — the shock protecting device... are anti-magnetic with unbreakable mainspring

A AUTOWIND® NEPTUNE. Self-winding. Super pressure-resistant glass. Divers dream watch
02A-12708 Ret. $132.00 Only **$67.75**
AUTOWIND NEPTUNE, White Dial, same as above.
02A-12717 Ret $132.00 Only **$67.75**
AUTOWIND NEPTUNE, Black Dial, same as above.
02A-12725 Ret. $132.00 Only **$67.75**

B AUTOWIND® THOR. Self winding. Water resistant. 17 jewels. Yellow top, stainless steel back. Nite-glo Adjustable band
02A-11702 Ret $84.00 Only **$42.95**

C LARRY. 17 jewels. Yellow top, stainless steel back. Adjustable band
02A-10870 Ret. $54.00 Only **$27.86**

D AUTOWIND® CAL. Day and date Self winding. Water resistant. Stainless steel case. 17 jewels. Nite-glo. Metallic clasp band
02A 12733 Ret. $86.00 Only **$44.95**
AUTOWIND CAL, Yellow top, same as above
02A 12741 Ret. $94.00 Only **$48.00**

E VERI THIN® MORT. Water resistant. 17 jewels Nite-glo. Yellow top, stainless steel back. Adjustable band.
02A 10994 Ret. $60.00 Only **$29.95**

F AUTOWIND® NIKE. Self winding. Calendar. Water resistant Yellow top, stainless steel back. Nite-glo Adjustable band.
02A-11699 Ret $86.00 Only **$44.95**

G VERI-THIN® ROVER. Water resistant Nite-glo 17 jewels Yellow top, stainless steel back. Adjustable band
02A-10641 Ret $70.00 Only **$36.45**

H DIAMOND OLGA. 14 kt. gold case 4 diamonds. 17 jewels. Adjustable bracelet with safety chain
02A 10525 Ret. $114.00 Only **$58.95**
DIAMOND OLGA, Yellow, same as above
02A-11230 Ret $114.00 Only **$58.95**

I DIAMOND DALI. 6 diamonds. 17 jewels Faceted crystal. Adjustable bracelet with safety chain
02A-11303 Ret $118.00 Only **$58.95**

K DIAMOND CEIL. 10 diamonds. 14 kt. gold case. 17 jewels. Adjustable brace et with safety cha n.
02A-10501 Ret. $168.00 Only **$85.50**

L DOMINO. 17 jewels. "Suede" corfam inset bracelet with safety chain. Finely engraved bezel
02A-12766 Ret $80.00 Only **$41.45**
DOMINO, White, same as above
02A-12776 Ret $80.00 Only **$41.45**

M MONET. Faceted crystal. 17 jewels. "Suede" corfam inset bracelet with safety chain Engraved endpieces
02A-12784 Ret. $78.00 ..Only **$39.75**
MONET, White, same as above
02A-12792 Ret $78.00 Only **$39.75**

K MONIQUE. 'Suede' corfam inset bracelet with safety cha n. 17 jewels Engraved endpieces
02A-12806 Ret. $78.00 ..Only **$39.75**
MONIQUE, White, same as above
02A-12814 Ret. $78.00 Only **$39.75**

P DIAMOND MARNA. 4 diamonds. 17 jewels. Faceted crystal Engraved endpieces. Adjustable bracelet with safety cha n
02A-10488 Ret $110.00 Only **$56.00**

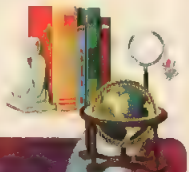
F DIAMOND RHETTA. 2 diamonds Faceted crystal 17 jewels. Adjustable brace et with safety chain.
02A-10536 Ret $94.00 ..Only **$48.95**

Average Shp Wt. 1 lb. each

THREE-YEAR GUARANTEE

GRUEN

Tells so much more than time



A SANDRA. Enchanting, round case with full figure dial. 10 kt. yellow rolled gold plated top, stainless steel back. 17 jewels. Adjustable bracelet with safety chain.
02A-12822 Ret. $58.00 Only **$29.95**

SANDRA, White, same as above.
02A-12830 Ret. $58.00 Only **$29.95**

B RANI. Classic design with easy-to-read dial. 17 jewels. 10 kt. yellow rolled gold plated top, stainless steel back. Adjustable bracelet, safety chain.
02A-12849 Ret. $58.00 Only **$29.95**

RANI, White, same as above.
02A-12857 Ret. $58.00 Only **$29.95**

C MARGI. Interesting fashionable. 17 jewels. 10 kt. yellow rolled gold plated top, stainless steel back. Expansion bracelet.
02A-12865 Ret. $52.00 Only **$26.95**

MARGIE, White, same as above.
02A-12873 Ret. $52.00 Only **$26.95**

D LADY RONA "W." Self-winding Calendar. Water resistant. Chrome plated top, stainless steel back. 17 jewels. Nite-glo. Expansion bracelet
02A-12881 Ret. $62.00 Only **$47.95**

E LADY RONA "Y." Self-winding. Calendar. Water resistant. Yellow top, stainless steel back. 17 jewels. Nite-glo. Expansion bracelet.
02A-12903 Ret. $68.00 Only **$51.00**

F VIOLET. Latest styling. 10 kt. yellow rolled gold plated top, stainless steel back. 17 jewels. Adjustable bracelet with safety chain.
02A-12911 Ret. $59.00 Only **$29.95**

VIOLET, White, same as above.
02A 12938 Ret. $59.00 Only **$29.95**

G CYNTHIA. Engraved bezel and endpieces. 10 kt. white rolled gold plated top, stainless steel back. Adjustable bracelet with safety chain. 17 jewels.
02A-12946 Ret. $72.00 Only **$37.45**

CYNTHIA, Yellow, same as above
02A-12954 Ret. $72.00 . . Only **$37.45**

H DATER. Has all the dats. 17 jewels. Water resistant. Nite-glo. Day and date. Adjustable band.
02A-10648 Ret. $66.00 . . Only **$33.95**

I VICEROY. Handsome calendar model. 17 jewels. Water resistant. Nite-glo. Yellow top, stainless steel back. Adjustable band
02A-10838 Ret. $68.00 . . . Only **$35.45**

K REGENT. Brush satin effect Stainless steel case Water resistant. 17 jewels. Nite-glo. Adjustable band.
02A-12962 . . Ret. $68.00 . . . Only **$35.45**

L Autowind® ROD. Automatically a winner. Self-winding. Water resistant. Stainless steel case. 17 jewels. Adjustable band
02A-11710 Ret. $78.00 Only **$41.00**

AUTOWIND ROD, Black dial, same as above.
02A-11728 Ret. $78.00 . . Only **$41.00**

M Autowind RAJAH. Preferred by men with better taste. 14 kt. gold case. Tells day and date. 17 jewels. Clasp adjustable band.
02A-11737 Ret. $158.00 Only **$81.00**

N Veri-Thin® ENSIGN. For any occasion. Water resistant. 17 jewels. Stainless steel case. Nite-glo. Adjustable band
02A-10625 Ret. $52.00 Only **$27.45**

O REGENT "Y." So very neat Calendar. Yellow top, stainless steel back. Water resistant. 17 jewels. Adjustable band.
02A-12970 Ret. $68.00 . . Only **$35.95**

Average Shp. Wt. 1 lb. each

HELBROS

Every HELBROS is electronically-tested for accuracy, dependability.

ELECTRIC 480. Space age wonder never needs winding. Tiny energy-cell has ticking-power for full year, easily replaceable no skill's too s required. Water-res stant*, shock-res stant* Yellow beze , stain ess stee back. Matching center-expans on bracelet

02A-12091 Retail $80.00 **Only $43.50**

ELECTRIC 481. Same w th white bezel

02A-12105 Reta $74.00 **Only $39.75**

TITAN Y. Debonair sty ng! Self-w nding 21 Lifet me Jewels shock resistant*; water-re-sistant*, unbreakable mainspring. Yellow bezel, stainless steel back. Matching, expans on bracelet

02A-10439 Retail $60.00 **Only $30.95**

TITAN-W. Same w th white bezel

02A-10447 Retail $54.00 **Only $27.90**

LUNAR Y. Tells day and date automatically! Water-resistant*, shock-res stant*; unbreak-able mainspring. 17 Lifetime Jewels, Yellow bezel, sta nless stee back. Matching, center-expansion bracelet

02A-10428 Retail $52.00 **Only $26.95**

LUNAR-W. Same w th wh te bezel

02A-10412 Reta l $46.00 **Only $23.90**

SAILFISH-Y. Magnificent he-man sty ng tells day and date automatically! Self-winding 21 Lifetime Jewels shock-res stant* water-resistant*, unbreakable mainspring. Yellow bezel, sta nless steel back. Matching bracelet, center-expans on

02A-12113 Retail $82.00 **Only $41.50**

SAILFISH-W. Same w th wh te bezel.

02A-12121 Reta l $76.00 **Only $38.50**

SENECA-W. Handsome budget-priced time piece. Full figure dial. 17 Lifet me Jewels; unbreakable ma nspring, shock-resistant*, water-res stant* White bezel, stain ess steel back. Matching, adjustable expansion bracelet.

02A-11478 Retail $36.00 **Only $18.95**

SENECA-Y. Same with yellow bezel

02A 11451 Retail $42.00 **Only $21.95**

PAYNE Y. Modern, squaring-the-c rcle design, tells date automat cally 17 Lifetime Jewels! unbreakable ma nspring; shock resistant*; water-resistant* Yellow bezel and dial have sunburst etching Stainless steel back. Matching bracelet; center-expansion

02A-11508 Retail $50.00 **Only $25.95**

PAYNE-W. Same with white bezel

02A-11516 Retail $46.00 **Only $23.25**

CAMPER-W. Budget-priced with expans ve features for the Younger Set. Full-numeral dial. Water-resistant*, shock-resistant*, unbreakable ma nspring 7 Lifetime Jewels White bezel, sta nless stee back. Matching expans on bracelet

02A-11923 Retail $28.00 **Only $14.75**

CAMPER-WB. Same w th black dial.

02A-11931 Retail $28.00 **Only $14.75**

YALE-Y. Ultra modern design. Self-w nding Tells date automat cally! 17 Lifetime Jewels; unbreakable mainspring; shock resistant*; water-res stant* Yellow bezel stainless steel back. Matching brace et, center-expans on.

02A-12148 Retail $70.00 **Only $35.50**

YALE-W. Same with white bezel.

02A-12156 Retail $62.00 **Only $31.75**

POLAR-Y. Smart, s m, self-w nding! Champagne dial 17 Lifet me Jewels, shock resist ant* water resistant*; unbreakable main-spring. Yellow beze stainless steel back. Matching, mesh bracelet, center-expansion.

02A-11532 Retail $66.00 **Only $33.95**

POLAR-W. Same w th white bezel

02A-11540 Retail $60.00 **Only $30.75**

LIFETIME GUARANTEE
on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage insurance, handling and packaging charge $1.25

All watches of synthetic sapphire crystal. Watch case metal. Case and back are stainless steel. All watches are packed in white satin lined metal boxes with a cover. Watch case, back and crown are guaranteed against breakage for one year. Watch bands are guaranteed against breakage for 90 days. Watches are packed in the individual boxes in which they are displayed. Watches are packed in the individual boxes in which they are displayed.

Average Shp. Wt. 1 lb. each.

* In accordance with the regulations of the Federal Trade Commission

HELBROS

Every HELBROS is electronically-tested for accuracy, dependability.

PERRY-Y. Automatically tells date through magnifying bubble. Water-resistant*; shock-resistant* 21 Lifetime Jewels, unbreakable mainspring. Gold tone dial. Yellow bezel; stainless steel back. Matching, adjustable center-expansion bracelet
02A-11885 Retail $54.00 Only **$26.95**
PERRY-W. Same with white bezel.
02A-11883 Retail $48.00 Only **$23.95**

PANAMA-W. Smart, rugged, water resistant* shock-resistant* 17 Lifetime Jewels, unbreakable mainspring. White bezel, stainless steel back. Matching, center-expansion bracelet.
02A-10374 Retail $36.00 Only **$19.45**
PANAMA-Y. Same with yellow bezel
02A-11958 Retail $42.00 Only **$22.45**
ROVER-W. Same in all stainless steel
02A-10382 Retail $40.00 Only **$19.95**

RECORDER-Y. Automatically tells day and date. Self-winding 17 Lifetime Jewels, shock-resistant*, water-resistant*; unbreakable mainspring. Yellow bezel; stainless steel back. Matching, center-expansion bracelet
02A-10242 Retail $68.00 Only **$34.90**
RECORDER-W. Same with white bezel.
02A-10250 Retail $62.00 Only **$31.75**

MADISON-W. Elegant design. Automatically tells date. Water-resistant*; shock-resistant*; unbreakable mainspring. 17 Lifetime Jewels. White bezel; stainless steel back. Matching, expansion bracelet
02A-12067 Retail $40.00 Only **$19.85**
MADISON-Y. Same with yellow bezel.
02A-12075 Retail $46.00 Only **$23.40**
ROWAN-W. Same in a stainless steel
02A-12063 Retail $42.00 Only **$21.85**

DOLPHIN-Y. Dignified design. Water-resistant* shock-resistant*, unbreakable mainspring. 21 Lifetime Jewels. Yellow bezel; stainless steel back. Matching, center-expansion bracelet
02A-10307 Retail $45.00 Only **$23.85**
DOLPHIN-W. Same with white bezel
02A-10315 Retail $40.00 Only **$20.95**
SEAMAN-W. Same in all stainless steel
02A-11924 Retail $44.00 Only **$22.90**

REGATTA-W. Majestically-designed calendar watch tells date automatically. Self-winding. 17 Lifetime Jewels; shock-resistant*; water-resistant* unbreakable mainspring. White bezel stainless steel back. Matching, center-expansion bracelet
02A-11907 Retail $52.00 Only **$26.45**
REGATTA-Y. Same with yellow bezel
02A-11915 Retail $60.00 Only **$31.00**

MALLARD-Y. Superb design, self-winding! 17 Lifetime Jewels, unbreakable mainspring; shock resistant* water-resistant*. Yellow bezel, stainless steel back. Matching, center-expansion bracelet.
02A-10321 Retail $54.00 Only **$27.40**
MALLARD-W. Same with white bezel
02A-10323 Retail $48.00 Only **$24.40**
SCORPIO-W. Same in all stainless steel.
02A-11494 Retail $50.00 Only **$25.60**

SEA TIMER-W. Self winding skin diver tells date automatically. Functions to 600 ft. depth. Bezel rotates to find cate elapsed time. Luminous dial. 17 Lifetime Jewels. Water resistant* shock-resistant*; unbreakable mainspring. Stainless steel case. Bracelet has adjustable buckle.
02A-11486 Retail $74.00 Only **$37.95**
SEA-SCOUT-W. Same with manual wind.
02A-11969 Retail $66.00 Only **$33.50**

ENSIGN-Y. Handsome, popular, rugged! Water resistant* shock-resistant*, unbreakable mainspring. 7 Lifetime Jewels. Yellow bezel with stainless steel back. Matching, expansion bracelet
02A-11575 Retail $34.00 Only **$17.40**
ENSIGN-W. Same with white bezel
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Average Shp. Wt. 1 lb. each.

* In accordance with the regulations of the Federal Trade Commission

HELBROS

Every HELBROS bespeaks beauty, accuracy and durability. They have Lifetime Jewels; unbreakable mainsprings and are shock-resistant. All expansion bracelets are adjustable for perfect fit.*

EXOTIC-W. Two 8-faceted diamond beauty with facet-cut crystal 21 Lifetime Jewels; unbreakable mainspring, shock-resistant*. White bezel with stainless steel back. Matching, tapered mesh bracelet; center-expansion.
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Two 8-faceted Diamonds! 21 Jewels

GISELLE-W. Glamorous, marquise shape with facet-cut crystal 17 Lifetime Jewels; shock-resistant*; unbreakable mainspring. White bezel; stainless steel back. Matching, expansion bracelet.
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GISELLE-Y. Same with yellow bezel
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BALLET-W. Oval budget beauty with facet-cut crystal 7 Lifetime Jewels; unbreakable mainspring, shock-resistant*. White bezel with stainless steel back. Matching, tapered bracelet with spring-ring safety chain and center-expansion
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BALLET-Y. Same with yellow bezel.
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FLAIR-W. Petite round-in-marquise shape with facet-cut crystal 21 Lifetime Jewels; shock-resistant*, unbreakable mainspring White bezel, stainless steel back. Matching, tapered bracelet with spring-ring safety chain and center-expansion.
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02A 12199 Retail $52.00
Only $26.95

Petite, 21 Jewels. Facet Crystal

REGENCY-W. Four 8-faceted diamond marquise shape with facet-cut crystal 21 Lifetime Jewels; unbreakable mainspring; shock-resistant* White bezel; stainless steel back. Matching, tapered bracelet; center-expansion.
02A-11346 Retail $80.00
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REGENCY-Y. Same with yellow bezel.
02A-11338. Retail $80.00
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Four 8-Faceted Diamonds! 21 Jewels

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NICOLE-W. Petite, marquise shape with facet-cut crystal. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant*. White bezel; stainless steel back. Matching tapered bracelet with spring-ring safety chain and center-expansion
02A-12008 Retail $50.00
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NICOLE-Y. Same with yellow bezel
02A 11980 Retail $50.00
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Petite, 17 Jewels. Facet Crystal.

LOTUS-W. Classic, oval shape 17 Lifetime Jewels; unbreakable mainspring; shock-resistant*. White bezel, stainless steel back Matching, tapered bracelet with spring-ring safety chain and center-expansion.
02A-12229. Retail $44.00
Only $22.90

LOTUS-Y. Same with Yellow
02A-12237 Retail $44.00
Only $22.90

Classic Oval! 17 Jewels.

BUNNY-W. The Younger Set's favorite! Square, full-numeral dial 7 Lifetime Jewels! unbreakable mainspring shock-resistant*. White baze with stainless steel back Matching, expansion bracelet
02A-12024 Retail $32.00
Only $16.75

BUNNY-Y. Same with yellow bezel
02A-12016. Retail $32.00
Only $16.75

FOR THE YOUNG SET!

MELANY-W. Enchanting oval design with facet-cut crystal 21 Lifetime Jewels; unbreakable mainspring; shock-resistant*. White bezel, stainless steel back. Matching tapered bracelet with spring-ring safety chain and center-expansion.
02A-11402 Retail $48.00
Only $24.25

MELANY-Y. Same with yellow bezel.
02A-11387. Retail $48.00
Only $24.25

21 Jewels! Facet Crystal.

Average Shp. Wt. 1 lb. each.

* In accordance with the regulations of the Federal Trade Commission

Small boats, big boats,
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slow boats, fast boats,
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semi "V" hulls, "House Yachts."
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35 different models, made of fiberglass,
all custom designed, expertly engineered,
quality crafted and performance proven.

All so that THUNDERBIRD boats can do
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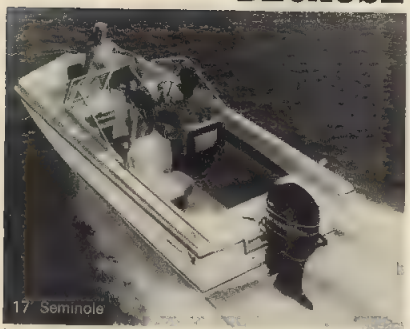


when it comes to buying a boat, it is not how much you pay. IT'S HOW MUCH YOU GET. And when you compare THUNDERBIRD BOATS and prices with other makes and models, you'll see for yourself how much **more** you're getting for your money when you choose a THUNDERBIRD product. **More** in design. **More** in quality construction. **More** in performance, in safety, in stability. **More** in value the day you buy it — and **more** in value the day you sell it. THUNDERBIRD is one of America's pioneer fiberglass boat builders. And every THUNDERBIRD boat has **more** tough protective fiberglass in its hull. Only THUNDERBIRD makes the exclusive patented CATHEDRAL HULL. All others are imitation copies. The same design leadership is built into our DEEP V's, SEMI DEEP V's, and DRIFT-R-CRUZ "HouseYachts." Every THUNDERBIRD product is built for rugged durability with **more** fiberglass, **more** stringers, with **woven roving** in every deck surface. Better components throughout including all the parts you never see. Top quality workmanship, dry test and wet test inspections, full throttle performance tests. It all adds up to **more** performance, **more** safety, **more** stability, **more** value for you. There are 35 THUNDERBIRD models and styles. All of them can be equipped to your personal specifications. All of them carry our factory guarantee. All of them are sold and serviced by America's finest dealers. And all of them actually cost you **less** in the long run, because all of them give you **more** of everything you're buying a boat for. Can you afford to settle for anything less?

*U.S. patent numbers D204,522, D204,523, and additional patents pending.

WHO SAYS THUNDERBIRD BOATS COST LESS?

I ALWAYS THOUGHT THUNDERBIRDS COST MORE.

Don't they?...

Buddy L

STURDY STEEL

BUDDY L "BRUTE" SET

A - E MIGHTY TONKA CONSTRUCTION TOYS. Tough, all steel brutes with brilliant baked-on enamel finishes. All roll smoothly on lifetime tires with Delcon bearings. They do many of the things that actual equipment does: the Scraper bottom section operates by lever . . . lowers for scraping, closes for hauling, re-opens. Crane has a clam bucket which opens and closes automatically and a full pivot crane cab. The Loader has bucket which scoops, raises, and unloads. The Dump Truck is big and strong enough for a boy to ride on . . . load box raises for dumping. Wrecker has husky twin working hoists.

A MIGHTY WRECKER. 7¾x11x17¾" long. Wt. 8 lbs.
75A-10926.. Retail $11.00 ..... Only $6.99

B MIGHTY SCRAPER. 7x8¼x27¼" long. Wt. 9 lbs.
75A-10527 Retail $12.00.. ..... Only $7.99

C MIGHTY CRANE. 7¾x23x30" long. Wt. 11 lbs.
75A-10190 Retail $14.00. ..... Only $8.44

D MIGHTY DUMPER TRUCK. 8x10¼x18½" long.
75A-10179. . Retail $9.00. Wt. 10 lbs. . . . . Only $6.99

E MIGHTY LOADER. 8x9x19¾" long. Wt. 8 lbs
75A-10519... Retail $11.00 ..... Only $6.99

F "TRU-ACTION" SANITATION TRUCK BY CHILD GUIDANCE. Working scale model of actual garbage truck scaled down from the actual blueprints. Drives forward and reverse. Has operating, reversible compactor. Unloads automatically by powerful sliding ejector panel and swing away hopper. Red warning lights flash when compactor is in operation. Safety, see-thru hopper door stops compactor when open. Genuine pneumatic tires. High impact construction. Less Batteries. Wt. 2 lbs.
75A 10985 Retail $11.00 ..... Only $7.95
65A-10078 Retail 25¢ D-Cell Battery (Order 2) Each 20¢

G "TINY TONKA" ALL STEEL TRUCKS. Small in size even smaller in price . . . but big in fun and realism. All Tiny Tonka Trucks are made of automotive gauge steel, finished with two coats of chip resistant paint and lifetime tires, plus "glassed in" cabs. Many have operating features of actual equipment: wrecker has a working winch, dumper has hand operated dump box, cement mixer has drum that turns and tilts, garbage truck hauls and dumps "trash." Each Tiny Tonka averages about 5" in length. Wt. each 1 lb.
75A-10764 ... Retail $1.30. Dump Truck. .....Only $ .89
75A-10802.. Retail $1.75. Garbage Truck. ..... Only $1.15
75A-10798. Retail $1.50. Cement Mixer ..... Only $1.09
75A-10772.. Retail $1.50. Wrecker .. ..Only $1.09
75A-10790. Retail $1.75. Fire Pumper ..... Only $1.15
75A-10756 Retail $1.20. Pick-up Truck .. Only $ .79

H TRUCK TERMINAL BY BRUMBERGER. All boys have trucks . . . and here's a giant terminal to accommodate them. Designed to accommodate Tonka, Structo, Buddy L, Nylint and similar steel or plastic trucks. Top-grade composition wood for long life and endurance, steel corner and roof caps for strength. Beautifully, realistically colored. Doors slide up and down. 5 directional signs and 3 roadway fences. Trucks not included. Size, 17½x29x15"
75A-11080 . Retail $12.00. Wt. 10 lbs..... Only $7.99

J NYLINT "TWISTER" VEHICLE. Amazing car has two pivoting bodies . . . actually crawls, climbs, twists over the roughest obstacles any young driver can find. Rugged steel construction with steering wheel, seats, simulated head lights, and massive deep tread over-size tires. Size, 5½x9¼x10½" long. Wt. 3 lbs.
75A 10934 Retail $5.00 Only $3.33

K BUDDY L FIRE DEPARTMENT SET. Four alarm fire fighting fun. Includes Fire Emergency Truck with side ladders and crank operated bell; snorkel with clanging bell and elevating, rotating snorkel arm and pod, Hook N-Ladder with elevating, rotating extension ladder which extends to 20". All units realistically decorated and detailed. Non-mar tires. Brite plate trim Wt set 6 lbs.
75A-10942 Retail $13.00 ..... Only $8.44

L BUDDY L "BRUTE" SET. Quality and durability in 5" pocket size toys. Bright, colorful trucks and cars in shiny enamels and wide, wide tread "non-mar" tires. All made of hefty auto-gauge steel. Set includes a "Baby Buggy," "Beach Buggy," and a "Fire Buggy." Wt. 2 lbs.
75A-10950 Retail $3.30 Only $1.98

M CARTER TRUCK TRAILER-TRACTOR SET. A complete tractor hauling rig. Semi-tractor has locking fifth wheels, saddle gas tanks, plated bumper and grill. Trailer has doily wheels that raise and lower, dual tandem wheels, safe poly stakes. Two tractors are sturdy die-cast and poly construction. Wt set 7 lbs.
75A-11035 Retail $9.65 ..... Only $6.25

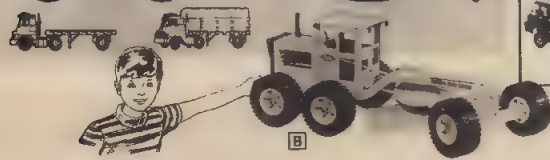
N SAILBOATS. Sleek new sloops for hours of water fun. Molded of heavy duty one-piece plastic, with cockpit, simulated red hatches and wood mast. Main sail is lightweight red and blue cotton. Two shrouds so that sails may be adjusted.
28" SLOOP Wt 7 lbs.
75A-10969 Retail $18.00.. .....Only $12.85
24" SLOOP. Wt 5 lbs.
75A-10977 Retail $12.00 .....Only $8.49

P STRUCTO HYDRAULIC DUMP TRUCK. Thunderbolt model. Dramatic "Steer-O-Matic" feature . . . tilt cab left or right and wheels follow . . . straighten automatically when hand is removed. All steel frame and cab; new large wide tread tires; bright non-toxic hand baked enamel finish. Hydraulic cylinder controls dumping . . . tail gate swings open to release load. Size, 6x6x13" long. Red and white
75A-11019 Retail $8.00. Wt. 6 lbs. Only $4.45
AS ABOVE. Similar, less Steer-O-Matic feature. Yellow and green finish. Wt 6 lbs.
75A-11027 Retail $5.00..... Only $3.80

Q SHELL SERVICE STATION. An up-to-date filling station in Colonial styling. Has "Clip-Lock" assembly. Doors open and close. Has 2 plastic cars and tow truck, 4 gas pumps with flexible hoses, 2 oil can racks, lift grease rack, air pumps and product displays. Colorful steel station and platform measure 15x25x11" h gh. Wt. 5 lbs.
75A 10705 Retail $5.50.. ..... Only $3.75

A REMCO "TUFF BOY" MOTORIZED TRUCK. A giant in size and performance. Measures a full 30" long, it's a rack truck, a flat bed truck, a covered truck, a crane and hook truck and a winch truck. Steers forward and reverse. The biggest, toughest motor zed truck ever made. Equipped like a real diesel truck with forward gears and steering control, hand operated dropstand, meta ized grill, horn, lights and diesel exhaust stack. Wheels are 5" in diameter. Less batteries. Wt. 11 lbs.

75A-10883 Retail $15.00 ..... Only $10.89
65A-10078 Retail 25c. D-Ce.l Battery. (Order 4) ..... Each 20c



B C TONKA CONSTRUCTION TOYS. Authentic replicas of actual construct on equipment . . all of heavy gauge steel with hard baked enamel finishes. The Grader blade rotates to 5 positions, raises and lowers, has "Floating Tandem" wheels, lever steers front wheels. The Dump and Sandloader has conveyor unit that loads the truck, continuous belt operates by crank at top, side lever lifts and lowers hopper; units hook together with trailer coupl ng.

B TONKA GRADER 7½x7x17½" long. Wt. 5 lbs.
75A-10289 Retail $6.00 ..... Only $3.89

C TONKA DUMP AND SANDLOADER. 5¾x8¼x24" long. Wt. 6 lbs.
75A-10679 Retail $7.00 ..... Only $4.99

D STRUCTO CEMENT MIXER. Realistic chute loads barrel which turns as truck travels. Body lifts to dump contents into swivel chute. All steel frame and cab, molded barrel, chute, and simulated water tank. Steer-O-Matic for front wheels. Tilt cab left, wheels turn left . , tilt right, wheels turn right. Cab and wheels straighten automatically when hand is removed. Non-toxic hard baked finish, in red and white. 6x6¾x12" long.
75A 10898 Reta l $7.00. Wt. 5 lbs. ..... Only $4.98

E NYLINT "MICHIGAN SHOVEL." A long time favorite toy, that does much of the same things the actual crane does. Bucket picks up full load, swings to unloading area, trips automatically when raised to top of boom. Boom raises and lowers by positive stop winch. Enclosed crane cab swivels in full circle on wide platform. 6 huge, heavy duty semi-pneumatic deep treed tires. 30" long with boom extended, 7¾" wide, 10½" high, boom raises to 26" high. Yellow and black. Wt. 9 lbs.
75A 10918 Retail $10.50 ..... Only $7.45

F ERTL "INTERNATIONAL HARVESTER" TRACTOR WITH CAB. Looks like the real air conditioned model. Die-cast aluminum, with front wheel steering; extra large dual rear wheels, weight carrier on front. In IH red and white finish. 7x8½x9½" long. Wt. 4 lbs.
75A-10828 Retail $7.00 ..... Only $4.88

G ERTL "ANTIQUE TRACTOR." Modeled after the Fordson tractor that appears on the TV show "Green Acres." It's a blueprint replica of the original, in all die-cast metal. Tractor is steerable, with knee-action front wheels. Red and gray. Size, 3¾x3¾x5¼" long.
75A-10823 Retail $4.00. Wt. 2 lbs. ..... Only $2.19

H "ALLIS CHALMERS" GLEANER/COMBINE SET Modeled after the actual, self-propelled tractor. Easily interchangeable heads for grain or corn. Can be raised or lowered. Reel and auger in grain head turn with chain drive for real action. 8-row corn head simulates latest design in modern farm machinery. Die-cast aluminum in silver and orange. 4½x5½x14" long. Wt. 2 lbs
75A-10861 Retail $5.00 ..... Only $3.49

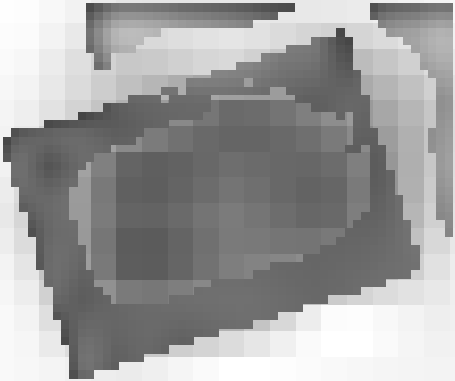
J TONKA JEEPS. Your choice of two fine Tonka Jeeps: the Dunesbuggy or the Jeep Wrecker with snow plow. Both of tough, auto-gauge steel, with lifetime tires. Two coats of non-toxic enamel, extra heavy duty axle assemblies. **Dunes Buggy** has oversized 3½" tires for traveling over sand. **Wrecker** comes with winch and snow plow which adjusts to 5 positions. Each approximately 11" long. Wt. each 3 lbs.

75A-10535 Retail $4.50. Jeep Wrecker ..... Only $2.98
75A-10748 Reta l $4.50. Dunes Buggy ..... Only $2.98

K TONKA CAR CARRIER. Colorful and realistic . , all steel cab and carrier with 3 scale model plastic cars; 2 Mustangs and a Ranchero Pick-up. Lever positions ramp for unloading from either level. "Glassed in" cab has seats, steering wheel and dashboard. Wheels with tandem dual whitewalls, metal hubcaps. A giant 27½" long. Wt. 8 lbs.
75A-10385 Retail $9.50 ..... Only $6.79

M ELDON CAR AND CARGO FERRY SET. It's either a floor or a water toy. Rolls along the floor, floats in water. Boat is 24" long, richly detailed. Crane loads and unloads cargo. Hatch cover opens for below deck storage. Life boats float. Cars and trucks roll up the loading ramps. Includes boat, assorted cars, trucks, scaled human figures and cargo.
75A 10715 Retail $6.00. Wt. 3 lbs. ..... Only $3.95

A
Wrecker
B
Scraper
Tonka
C
Crane
Loader
Dump
Tonka
MOUND MINNESOTA
F
SANITATION
G
TRUCK TERMINAL
ONE WAY
SNORKEL



Biggest size! Most excitement! PRETZEL-BENDER

HO scale set is fully equipped, even for NIGHT RACING

only **34.88**

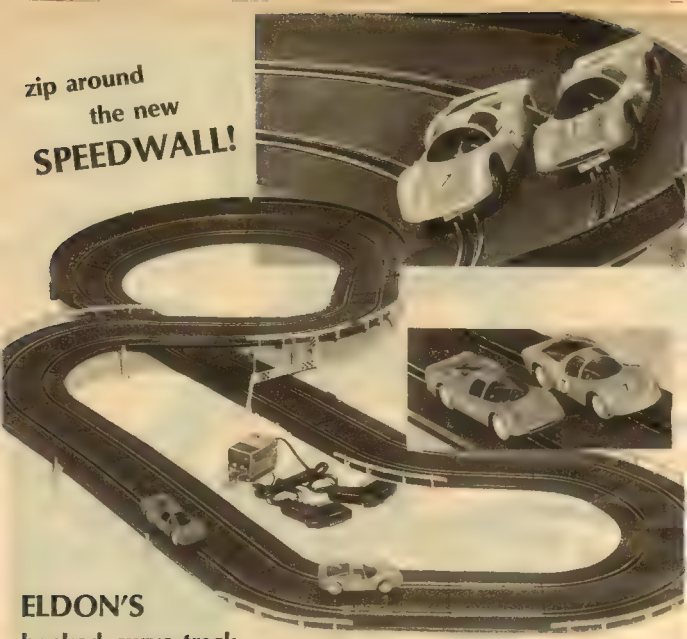
You'll roar to the head of the pack with two of the hottest HO cars made ... in exciting new night racing! Highly detailed Ford J and McLaren HO scale Flame Thrower racers have lights that really work. Headlights flash in darkness; taillights disappear around curves as cars accelerate to 600 scale mph.

Cars "fly" over, under, and around more than forty feet of hairpin turns, dips, swirls and straightaway track. Create your own exciting layouts! Specially made — more curves than ever with "pretzel bender" design. Whip cars around steeply-banked Monza walls without losing control — no spin-out! Instant response to your commands with twin remote control rheostats.

Set includes curved, straight, terminal, and bridge roadway. Also 2 sets of guard rails, 15 modular bridge supports with flags, 2 sets of Monza banked curves. 20V power pack. Instructions. Easy assembly. AC-UL listed. Available as #36 J 5167. (16 lbs.) . . . Set 34.88

Steep-banked Monza wall stops spin-out

zip around
the new
SPEEDWALL!



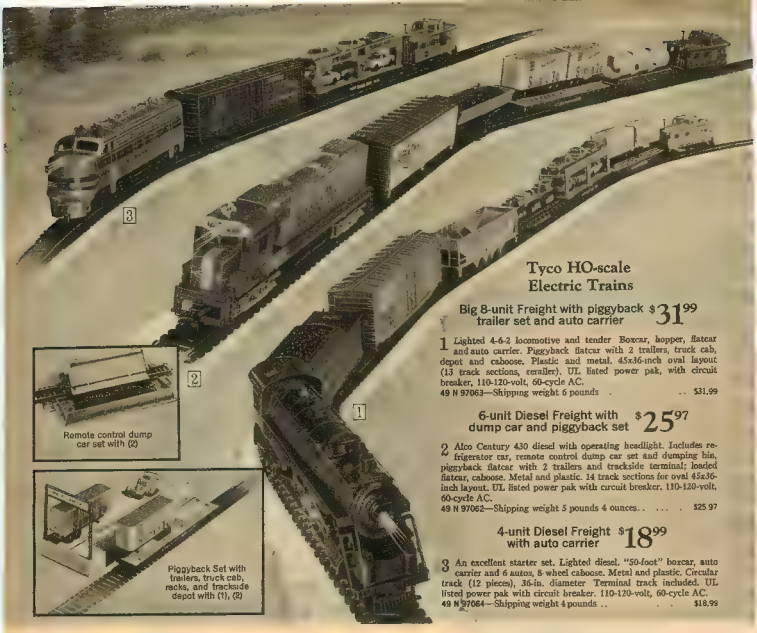
ELDON'S
banked-curve track
...fastest ever!
Set **19.98**

Thrill to the excitement of speeds up to 3 times faster than flat curve racing. Over 20 ft. of curving, over-and-under two-lane raceway. Pit the 1/32-in. scale Porsche and Ferrari roadsters against each other in lightning fast racing. You control the action with twin racing-type rheostat controls. Easy-to-assemble set includes: banked curve, flat curve, straightaway and bridge track sections; 2 car decals and start/finish flag label. Instructions and screwdriver. Hi-impact plastic. 6V power pack. 110-120V, AC, UL listed. Mailable.
R36 J 5177. Shipping weight 11 lbs. . . . . Set 19.98

Race over and under on ELDON'S figure 8 track
Set **12.98**

Fun road race set has 1/32 scale Porsche and Ferrari roadsters with new Dyna Mite® motors. Two pistol-grip rheostats for speed control. Also 9½ ft of over-and-under track, 8 bridges, 4 fence sections, banners, flags, decals, instr. Plastic. Easy assembly; plug-in connectors. 6-volt power pack. 110-120V, AC. UL listed. (5 lbs 14 oz.)
35 J 5413 . . . Set 12.98

Use Budget Power—make brightest Christmas dreams come true



Tyco HO-scale Electric Trains

Big 8-unit Freight with piggyback trailer set and auto carrier $31.99

1 Lighted 4-6-2 locomotive and tender. Boxcar, hopper, flatcar and auto carrier. Piggyback flatcar with 2 trailers, truck cab, depot and caboose. Plastic and metal. 45x16-inch oval layout (13 track sections, reraller). UL listed power pak, with circuit breaker, 110-120-volt, 60-cycle AC.
49 N 97063—Shipping weight 6 pounds $31.99

6-unit Diesel Freight with dump car and piggyback set $25.97

2 Alco Century 430 diesel with operating headlight. Includes refrigerator car, remote control dump car set and dumping bin, piggyback flatcar with 2 trailers and trackside terminal; loaded flatcar, caboose. Metal and plastic. 14 track sections for oval 45x36-inch layout. UL listed power pak with circuit breaker. 110-120-volt. 60-cycle AC.
49 N 97062—Shipping weight 5 pounds 4 ounces. $25.97

4-unit Diesel Freight with auto carrier $18.99

3 An excellent starter set. Lighted diesel, "50-foot" boxcar, auto carrier and 6 autos, 8-wheel caboose. Metal and plastic. Circular track (12 pieces), 36-in. diameter Terminal track included. UL listed power pak with circuit breaker. 110-120-volt, 60-cycle AC.
49 N 97064—Shipping weight 4 pounds $18.99

Remote control dump car set with (2)

Piggyback Set with trailers, truck cab, racks, and trackside depot with (1), (2)

Lifelike HO-scale Railroad Town comes complete with track . . separates for storage

$24.99 without trans. transformer

A beautifully painted landscaped layout that the young railroader can arrange as he likes. Four-piece polystyrene base separates for storage. Set includes 46x48-inch layout, track for complete over-and-under right-of way. Roadbed material, six trees, three buildings, over 50 hand-painted pieces of scenery (signs, poles, etc.), lichen for making bushes. Path material, track nails, instructions. Shipped by freight (rail or truck) or express.
79 N 96062N— Shipping weight 9 pounds. $24.99

Finished layout comes apart . .

sections stack for easy storage

Tyco 9-unit HO Train Set

Complete with track and freightyard equipment $39.99

This beautifully detailed Penn Central freight with automatic accessories will thrill any young engineer. Set includes powered and dummy diesels, log car, box car, piggyback car, 2 loaded flat cars, hopper car, and caboose Gate, freight depot, bridge and trestle, signs, poles, 2 switches, 29 pieces track for 4x5-foot layout. UL listed power pack, 110-120-volt, 60-cycle AC.
79 N 97061—Shipping weight 11 pounds..... $39.99

Sears ★ Best

Unload flatcar at automatic depot

Empty the log car at remote control dump

Unload "piggyback" at truck terminal

Crossing gate drops as train approaches.

HO Locomotives and Railroad Cars

Priced to be SOMETHING SPECIAL Was $9.99 **$8.87**

1 **CUT $1.12. Lighted GP 20 Diesel Locomotive.** Smooth operating dyna-balanced 5 pole motor, nylon gears. Styrene
49 N 96032 Wt. 14 oz. **$8.87**

2 **2-6-2 "Prairie" Loco and Tender.** Operating headlight. Shpg. wt. 14 oz.
49 N 96031 . . . . . $14.99

3 **Log Transport.** Realistic wooden logs held with metal link chain.
49 N 96033—Wt. 3 oz. . . $1.49

4 **Flatcar with Load.** Detailed car toting realistic tractors. Shpg. wt 5 oz.
49 N 96034 . . . . . $1.49

5 **Piggyback Set.** Flatcar with 2 trailers, truck cab, terminal. Shpg. wt. 9 oz.
49 N 96036. . . . . Set $3.49

6 **Remote Control Log Dump Set.** Working car, logs, bin, operating track. Wt. 10 oz.
49 N 96035. . . . . $5.99

HO Layout Accessories add fun and realism to miniature railroading

7 **Lighted Freight Station.** Trackside structure with realistic old wood design. Hand painted. Includes workers and cargo.
49 N 96037 Wt. 8 oz. $4.99

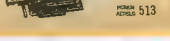
8 **Operating Crossing Gate.** Safety gate drops as train approaches, raises after all cars clear. Automatic. Shpg. wt. 5 oz.
49 N 96038. . . . . $4.99

Extra Track, Switches

Convert basic layouts to a variety of shapes, sizes.

9 **Straight Track.** 9-in. sections. Pkg. of 4.
49N9903-Wt. 3 oz. Pkg. 99c

10 **Curved Track.** 18-in. radius. Pkg of 4.
49N9912 Wt. 3 oz. Pkg. 99c



11 **Remote Control Switch.** 49 N 9901—Left turn.
49 N 9902—Right turn.
Shpg. wt. 4 oz. Each $3.97

5 unit Set has plastic and metal locomotive
$19.88
2

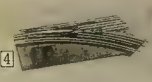
6 unit Set has die cast metal locomotive
$31.99
1

Lionel 027-gauge Freights thunder down the tracks

1 Powerful steam type locomotive lights the way for tender and 4 other cars. Set features metal Grand Trunk and Western 2-4-2 engine complete with working headlight and smokestack. Hopper, plastic tender, loaded gondola, flatcar, and caboose 27x46-in oval layout with 4 straight and 8 curved track sections plus uncoupling unit. 3 figures, smoke fluid 45-watt transformer UL listed, 110-120-v., 60-c. AC.
79 N 970816—Shpg. wt. 10 lbs. $31.99

2 Nickle Plate Road steam engine with working headlight hauls 4 plastic cars. Plastic and metal locomotive pulls slope-back tender, Burlington gondola, Great Northern hopper car, and Nickle Plate caboose. Set includes 10 track sections 2 straight, 8 curved, and uncoupling unit for 27x36 inch layout. Manual 45-watt transformer with circuit breaker is UL listed 110-120-volt, 60 cycle AC.
79 N 970820—Shpg. wt. 8 lbs. $19.88

3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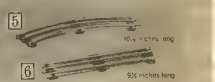


Accessories for 027-gauge Train sets

3 90-watt Transformer. Controls for speed, direction, whistle. UL listed, 110-120-v., 60-c. AC.
49 N 97087—Wt. 4 lbs. $22.99

4 Manual Control Switch. Shpg. wt. each 1 lb. 3 oz.
49 N 97085—Right turn. Each $4.49
49 N 97086—Left turn. Each 4.49

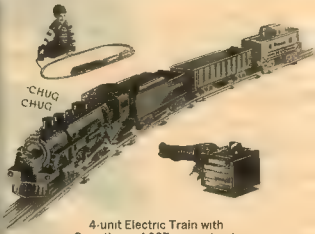
(5 and 6) Track Sets. Pkgs. of 4.
(5) 49 N 97084—Curved Track
(6) 49 N 97083—Straight Track
Shpg wt each 6 oz. Pkg $1.29

6-unit Electric Train with operating Log Car

- 10 sections of 027-gauge track
- 25-watt transformer

$19.88

This train comes straight from the north woods with its timber load. Pull up beside log bin and tumble logs out of car . . just set lever. Variable engine speed. Set includes slant-back coal tender, gondola, box car, log car and caboose. Plastic and metal engine, plastic cars. 36x18-in oval layout. 25-watt transformer with circuit breaker UL listed, 110-120-v., 60-c. AC.
49 N 9707—Shpg. wt. 7 lbs. $19.88



4-unit Electric Train with 8 sections of 027-gauge track

$9.99

Steam engine goes "chug chug" as it travels around 7-foot circular track layout. Cars include coal tender, gondola car and caboose. Train is plastic and metal. 25 watt transformer with circuit breaker is UL listed 110-120 volt, 60-cycle AC. (Add straight track sold above for oval layout.) Like everything else in Sears books it's so easy to order by telephone.
49 N 97092—Shipping weight 5 pounds. $9.99

Put a Mini-Bike under your Christmas Tree

A SAVE $5.00 59.95

B 19.98

C SAVE $5.99 29.99

E 14.98

D SAVE $6.00 19.98

F 25.98

G 39.98

H Versatile Tape Recorder 49.98

J 2½-HP model 179.98 cash 11.00 MONTHLY

K 3½-HP model 219.98 cash 12.00 MONTHLY

Credit details Page 362

(IMPORTANT! These Mini-Bikes are not intended for racing or use on the streets, highways or side walks. They cannot be licensed

A 8-Track Car Stereo Tape Player. Anytime, anywhere you drive, the beautiful sounds of stereo are right at your finger tips. Powerful 8 watts for rich reproduction. Balance control gives even stereo separation. 80-12,000 hz. frequency response. Mounting bracket included. 6¾ x 6¾ x 2¾". Speakers sold separately below. Reg. 84.95
28 N 26 181—7.00 monthly. Cash 69.95

Stereo Speakers, our finest wedge type. Easily installed on side kick panels, under seat, dash or rear deck. Speakers 2½ x 9". Set of 2
28 N 26 008—Enclosures 3 x 11 x 8". Set.... 14.98

B 4-Pc. Engine Tune-Up Kit. Precision engineered, kit includes compression tester, neon timing light, remote starter switch, vacuum gauge.
28 N 45 048—5.00 monthly. Cash, del'd . 19.98

C SAVE $5.98. Dwell Tachometer checks dwell, rpm on all types of gasoline engine ignition systems. 6 or 12-volt pos. or neg. ground, 4, 6 or 8-cyl. engines. 4 x 2⅞ x 2". Reg. 35.98
28 N 45 010—5.00 monthly. Cash, del'd. .. 29.99

D SAVE $5.00. Pistol-Grip AC Timing Light. Provides a razor-sharp view for timing adjustment. For 6, 12 or 24-volt and magneto ignition systems. Plugs into 115/120-volt AC outlet. Push-button switch. CSA approved. Reg. 24.98
28 N 45 180—6.00 monthly. Cash, del'd.. . 19.98

E Allstate Therm-Adjust Pre-Heater. Start the day off in a warm car...adjustable thermostat turns heat on or off to maintain desired warmth. 850 watts 110-volt 60-cycle. About 8 x 8 x 3¼".
28 N 86 037—5.00 monthly. Cash, del'd ... 14.98

F Allstate Therm-Adjust Pre-Heater. All features of above, plus a built-in timer that turns on heater at preset time to save power.
28 N 86 038—5.00 monthly. Cash, del'd.... 25.98

G Dan Gurney Sidewinder Tach. Custom styling—race car inspired, for 4, 6 or 8-cyl. Full 360° universal mounting. 270° needle sweep. 3½" "rugged-ized" D'Arsonval meter movement unaffected by vibration. Subtle cockpit Black housing.
28 N 45 042—5.00 monthly. Cash, del'd ... 39.98

H "Play Me Another One..." versatility plus. plays or records in or out of car, works where you work, plays where you play. Completely portable, kit has monaural reproduction and recording through microphone, car mounting bracket (machine easily slips in or out), cigarette lighter adapter, 60-minute blank cartridge included, plays pre-recorded cassettes too! Of high-impact plastic. Batteries included. 6.00 monthly
28 N 26 155—About 9¾ x 4¾ x 2½". Cash. . 49.98

AC Adapter for Above. Plug into house current.
28 N 26 164—A battery-saving accessory. Ea 4.99

J-K Mount Your Steed man, and blast off for hours of thrills, fun and excitement. Ride roughshod into virgin territory and discover new hills for hunting, new streams for fishing or new sights for camping. Or ride a little closer to home—in the yard or farm. Go wild with these goodies: one-inch, sturdy tubular steel frame, comfortably padded Black vinyl-covered seat, smooth-running 4-cycle engine with rewind start, centrifugal clutch and safety twist-grip throttle. Foot-operated rear wheel brake, kick stand, pneumatic tires and full-length safety chain guard. For kids and grown-ups alike!

(J) The Scamp. Our little 2½-hp Mini-Bike. Dragster Red with tubular steel handlebars. Knobby tread on rear tire, universal tread design on front. Start biking with this one. 11.00 monthly
28 N 17 800 DWT—Weight 72 lb. Cash ... 179.98

(K) Screamer 2 + 2. The hefty 3½ hp 'hot dogger' of our line. Spider Green frame with racy pin-striping on full-length fenders. This baby is built to take it. Knuckle-down traction with 2 big knobby tires, bigger frame, chrome-plated steerhorn handlebars and rear shock absorbers. 12.00 monthly
28 N 17 801 DWT—Weight 74 lb. Cash . . 219.98

BOTH MINI-BIKES SHOWN ARE SHIPPED FROM TORONTO

We're all on TV

Chatty Cathy

She talks, sings and whispers 8 different phrases Long blonde hair. Wears party dress shoes
49 N 18 335—17½" tall... 10.99
Chatty's Wardrobe 3 outfits
49 N 18 407—As shown. 3.99

Chatty Baby

Pull the ring she coos 10 phrases in all. Rooted hair Wears pretty dress, matching shoes, socks
49 N 18 336—15½" tall ... 9.99
Chatty Baby's Wardrobe 3 outfits
49 N 18 406—As shown .. 3.99

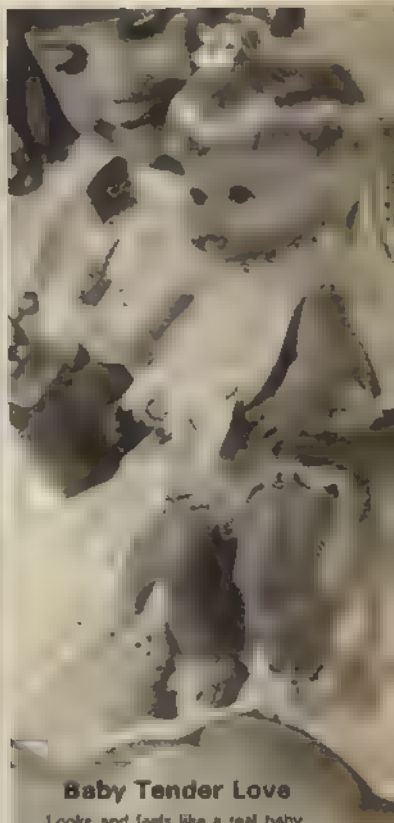
Candy and Nancy Flatsy

Candy and Nancy . fully posable and bendable with removable outfits. Clip on back lets you wear her with you anywhere Abt 4½" tall

Candy Flatsy with table, 2 chairs.
49 N 18 329—Set, del'd . 2.29
Nancy Flatsy Carriage accessories
49 N 18 328—Set, del'd 2.29

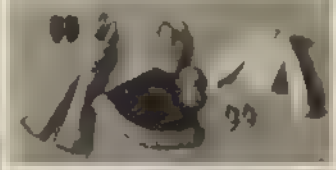
Crissy

Make her hair grow from a short bob to a romantic sweep . comb it or set it Overlace outfit.
49 N 18 317—17½" tall... 8.99
Fashionable Outfits, shoes
49 N 18 319—Jumpsuit set. 4.99
49 N 18 320—Coat set . 4.99



Baby Tender Love

Looks and feels like a real baby. Soft-as-skin vinyl foam body. You can bathe feed and change her
49 N 18 332—14" tall ... 7.99
Wardrobe for above. Hooded coat, pyjamas, romper set. Hangers.
49 N 18 406—Fits 14" dolls. 3.99



Dancerina

Toe dances, pirouettes perfectly Rooted nylon hair, all-vinyl body Uses 2 "D" cells (not included)
79 N 18 194 DL 24" tall 18.99
Wardrobe 2 elegant outfits
49 N 18 404—As shown . 4.99

Swingy

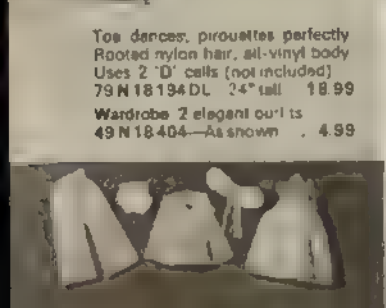
Walks, strolls, dances by herself Nylon blonde hair, vinyl body Uses 2 "D" cells (not included)
49 N 18 197—20" tall . 16.99
Wardrobe 4 fashionable outfits
49 N 18 403—As shown.. 4.99

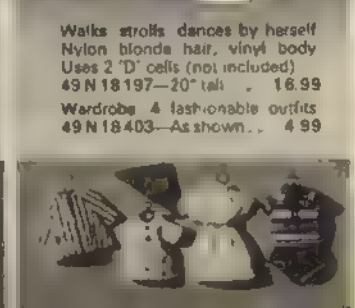
Tiny Swingy

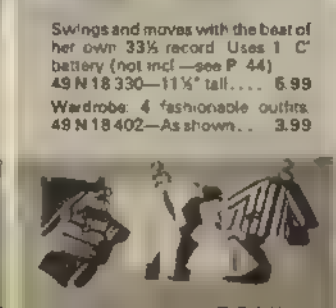
Swings and moves with the beat of her own 33⅓ record Uses 1 "C" battery (not incl —see P 44)
49 N 18 330—11½" tall.... 6.99
Wardrobe: 4 fashionable outfits
49 N 18 402—As shown.. 3.99

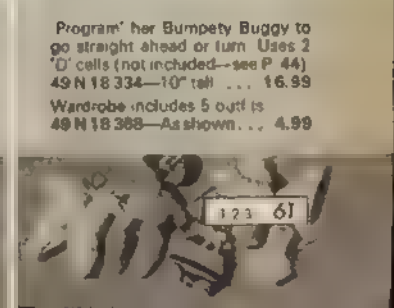
Baby Go Bye-Bye

Program" her Bumpety Buggy to go straight ahead or turn Uses 2 "D" cells (not included—see P 44)
49 N 18 334—10" tall ... 16.99
Wardrobe includes 5 outfits
49 N 18 368—As shown... 4.99





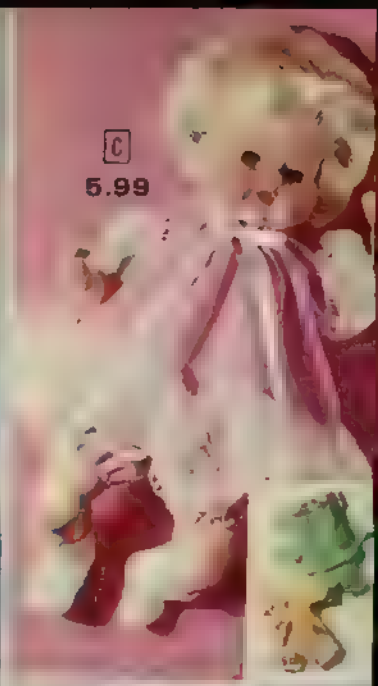




A
9.99

D
5.99

B
4.99



C
5.99

E
1.99

F

G

H

A **Cute 'n' Cuddly Baby Bonnie**.. dressed in a frilly lace dress, matching booties and bonnet rimmed with exquisite lace .all Pink-and-White and sweet as Christmas candy. Softly filled cuddly cotton body, vinyl arms, legs and head Soft body allows infant to sit with support only just like a real baby. .while arms and legs wriggle realistically Open eyes sparkle, drowsy eyes close she cries too. Pixie-style all-nylon hair can be washed brushed, curled 20" tall.
49 N 18 349—Each delivered **9.99**

B **Baby Wiggles**—a musical baby Wind up the music box and she will wiggle like a real baby Music box plays a delightful nursery tune. Soft stuffed body with vinyl arms, legs and head; nylon hair, moving eyes. Dressed in a cute sleeper set—she's all ready to be lulled to sleep 14½" tall
49 N 18 350—Each, delivered..... **4.99**

C **Baby Doll** and her accessories. Softly filled cotton body; vinyl arms, legs and head All-nylon hair in a pert pixie-type hairstyle, fun to wash and brush She wears a cotton lace trimmed dress, matching pants and socks. Has her own cotton sleeper set and extra pyjamas what fun to dress her! 14" infant cries when she's turned over
49 N 18 353—Each, delivered **5.99**

D **Baby Pillow Doll** rests on a pretty Pink taffeta pillow. Sleepy eyes open and close. Strong, completely washable vinyl body with 5 moving joints. .arms, legs and head All nylon hair. .wash it, brush it curl it .always keeps its sheen. She is holding her own bottle She drinks wets. Frilly lace dress, shoes, socks
49 N 18 393—14" tall. Each, del'd , **5.99**

E **Delightful Toddler** with long lustrous nylon hair Sleepy eyes open and close All-vinyl body dressed in a kicky mini-dress sneakers and socks. Two extra dresses
49 N 18 387—14" toddler Each, del'd . **1.99**

F **Girl-Doll Wardrobe**—'fur'-trimmed coat and matching tam, dress play set, sleeper set hangers. Fit doll-size quoted
49 N 18 385—13"-14" 11-piece set... **3.99**
49 N 18 386—15" 16" 11-piece set..... **4.29**
49 N 18 387—17"-18" 11-piece set..... **4.59**
49 N 18 388—19"-20". 11-piece set..... **4.99**

G **Baby-Doll Wardrobe**— fur-trimmed coat bonnet, lace-trimmed dress, romper suit sleepers, hangers Fit doll size quoted
49 N 18 389—13" 14". 9-piece set .. **3.99**
49 N 18 390—15"-16" 9-piece set . **4.29**
49 N 18 391—17"-18". 9-piece set **4.59**
49 N 18 392—19"-20". 9-piece set .. **4.99**

H **Deluxe Diaper Bag Set** includes two bags — one for baby, one for me' 4¾" bag, 7" bag, 2 'magic' bottles with orange juice and milk, 6 nursing bottles with sterilizing rack, feeding bowl and two spoons, 'milk' bottle, measuring spoon, talc dispenser, rattle, bib and panties all in washable plastic
49 N 18 122—Set, delivered..... **3.99**

J to **L** **Walking Dolls** .take them by the hand .they'll stroll along with you! All-vinyl washable bodies with moving arms and head ..and walking legs: sleepy eyes that open and close All-nylon completely washable brushable, curlable deep-rooted hair

(J) **Together Tyke** in the grooviest clothes around Hip bell bottoms, sandals, sun glasses, shawl with matching headband, jingly neck chain. Long flowing hair
49 N 18 347 24" tall. Each del'd..... **7.99**

(K) **Fashion Favorite**—a real charmer in a long, lanky fake-snake midi-coat, smart knitted tam and dig those boots! This 'big as you' friend will love to have you wash, brush or set her silky long blonde hair
79 N 18 346 DL—30" tall. Each, del'd... **11.99**

(L) **Stunning Stylesetter**—all dolled up in a lovely lacy pant suit perked up with red bows and trim, fancy pants are see-through! Petite 18" walker topped off with a swinging mane of long lustrous hair
49 N 18 348—Each, delivered..... **5.99**

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

Baby Cuddles

and choice of lounge seat, cradle, rocker or playpen ... plus accessories

4.99 SET

A **14" Baby Cuddles**—all-vinyl drink-and-wet doll with bottle arms, legs, head move; moving eyes rooted hair. In flannel pyjamas
49 N 18 358—Doll only. Ea. 3.99

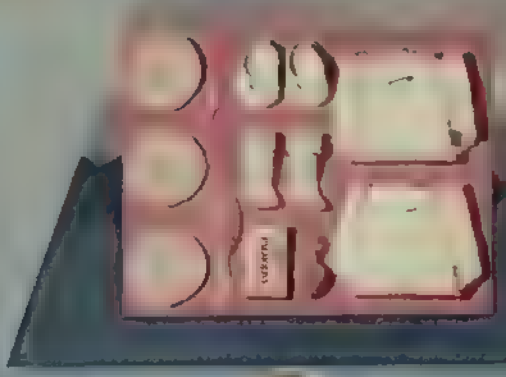
Doll, Lounge Seat, plus accessories — 2 diapers, comb, brush, soap, 3 powder puffs, socks, shoes, rattle and bottle
49 N 18 354—Set, delivered. . . . 4.99

Lounge Seat only. For dolls to 14".
49 N 18 126—Each, del'd. 1.99

B **Doll, Cradle** plus accessories
49 N 18 357—Set, del'd. . . . 4.99

C **Doll, Convertible Rocker** plus accessories. Use as sleigh, push-cart, chair or feeding table
49 N 18 355—Set, del'd 4.99

D **Doll, Playpen,** accessories.
49 N 18 356—Set, del'd . . . 4.99



Color her world with excitement

New skating outfits to let her glide in tune with the latest **18.98** up

Page 362

1 Fine quality boots by Bauer, with uppers of top-grain leather reversed to produce a soft suede exterior finish. Top-grain leather lining; cotton-and-foam insole for comfort. Foam rubber ankle pad and tongue lining. Long firm counters guaranteed not to soften. One-piece composition soles and heels. Fitted with Bauer Club Special steel blades. Vibrant colors in 76(Dark Red), 88(Deep Blue), 84(Honey Gold).

Girls' Sizes 1, 2, 3.
6 N 16 432 B—5.00 monthly. Pair..... **18.98**

Women's Sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.
6 N 16 433 B—5.00 monthly. Pair..... **19.98**

2 to **4** Orlon® pile accessories that add to her feminine appearance, give warm comfort. Color choice: 95(White), 80(Blue), 70(Red).

(2) **Skate Warmers**—simply slip on and zip up. Girls' Sizes: S(7-10), M(11-1). State S or M.
6 N 17 607 B—Colors as above. Pair..... **2.98**
Women's Sizes: S(2-4), M(5-7), L(8-10).
6 N 17 608 B—Colors as above. Pair..... **3.98**

(3) **Mitts**—soft and furry. Colors as above.
6 N 17 605 B—Children's: S, M or L. Pair... **1.98**
6 N 17 606 B—Women's: S, M or L. Pair.... **1.98**

(4) **Headband**—warm and cosy. Colors as above.
6 N 17 604 C—One size fits all. Each..... **1.79**

®Reg. U.S. Pat. Off.

A **'Fury' Hockey Outfits for Boys and Men!** Black split leather boots with Brown leather trim and natural suede leather lining. Reinforced tendon guards for added protection. With box toes and long wearing composition soles. Felt lined tongues. Deluxe 'Chromate' plated blades have durable heel protectors.

Boys' Sizes 11, 12, 13, 1, 2.
6 N 16 050 A—Pair, delivered **8.99**

Youths' Sizes 3, 4, 5
6 N 16 051 A—Pair, delivered **9.99**

Men's Sizes 6, 7, 8, 9, 10.
6 N 16 052 A—Pair, delivered..... **10.99**

B **Bobby Hull Approved**—CCM hockey outfits. Top-quality Black grain leather boots with split-leather trim; full pearl suede leather linings. Long fibre counter with one-piece Pro-Gard toe. Tongues are lined with White synthetic felt. Soles, with steel shanks for extra durability, are fitted with chrome plated CCM 'Power Blades' and heel protectors. Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12.
6 N 16 078 A—Pair delivered **19.95**

Outfit, as Above, except has top-grain leather trim, full English top lining, 2-piece tongue has ¾" White synthetic felt lining. Fitted with chrome-plated CCM 'Senior A' blades.
6 N 16 082 A—5.00 monthly Pair..... **24.95**

C **CCM 'Mustang' Hockey Outfit.** All-Black boots crafted on Tackaberry last, have top-grain leather uppers with English lap lining and 100% treated duck interlining. Top-quality molded waterproof counter with Pro-Gard toe of 1-piece molded polyethylene. Long-life ¾ leather soles with steel shanks for extra strength. Leather heel lift. 2-piece appliqued tongue with heavy White felt lining. Chrome plated CCM 'Senior A' blades with Pro-Gard heel protector. Sizes 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12.
6 N 16 083 A—5.00 monthly Pair **29.95**

D **SAVE $5.00.** Bobby Orr approved. Built by Bauer for a professional fit and superb comfort. Luxury-fit all Black boots and lining of top grain leather. Fibre-reinforced tendon guards and toes that are guaranteed not to soften—provide excellent protection. Foam felt-lined tongues, heavy duty counters and ¾ 'Pro-Style' Black waterproof outsoles. Bauer nickel-plated blades reinforced at heels with copper rivets.

Boys' Sizes 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½
6 N 16 074 A—Reg. 23.98. Pair **18.97**

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, 13.
6 N 16 075 A—Reg. 24.98. Pair **19.97**

For Credit details see Page 362

E-F **Little Boys' Outfits.** Ideal for the young boys just starting out. Sturdy leather ankle straps provide extra firm support for safety. Boys' sizes 7, 8, 9, 10, 11, 12, 13.

(E) **Black Split Leather Boots** with neat Brown trim. Felt insoles and felt-lined tongues. Composition soles and rust-resistant steel blades.
6 N 17 306 A—Pair, delivered **6.99**

(F) **Black Top-Grain Leather Boots** with Oak color trim. Reinforced tendon guards for added safety. Thick Blue felt tongues. Composition soles, rust resistant steel blades.
6 N 17 306 A—Pair delivered **7.99**

join the stars... score in color

Simpsons-Sears New 'Junior Pro' hockey skates in 3 big-league colors

22.98 PR UP

Break from drab, get hued in with the latest hockey skates that sport 3 N.H.L. team colors! Boots by Bauer have uppers of top grain leather. Built for professional fit, extra comfort. Lined with finest quality leather. Fabric reinforced tendon guards and toes guaranteed not to soften. Heavy duty counters and felt-lined tongues. ¾ Pro style waterproof outsoles. Nickel plated steel blades are reinforced at heels with copper rivets. **Boys' sizes** 1, 2, 3, 4, 5. **Men's sizes** 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12.

[redacted]
6 N 16 085 A—Boys' sizes. Pair 22.98
6 N 16 086 A—Men's sizes. Pair 24.98

Toronto Colors
6 N 16 087 A—Boys' sizes. Pair 22.98
6 N 16 088 A—Men's sizes. Pair 24.98

Montreal Colors
6 N 16 089 A—Boys' sizes. Pair 22.98
6 N 16 090 A—Men's sizes. Pair 24.98

SAVE $3 a pair...enjoy a family 'skate in' 10.98 PR UP

Men's and Boys' Hockey Skates. Fine quality split leather outfits manufactured in Canada by our leading skate maker. Built for solid protection, with extra-tough moisture-resistant molded toes, heavy-duty counters and reinforced tendon guards. Composition soles with steel shanks. Boots are fully lined with handsomely grained vinyl. Foam felt lined tongues for better fit. Nickel-plated tempered steel blades keep their keen edge. Black with Brown trim.

Boys' Sizes 11, 12, 13, 1, 2
6 N 16 071 A—Reg. 13.98. Pair, delivered.... 10.98
Youths' Sizes 3, 4, 5
6 N 16 072 A—Reg. 14.98. Pair, delivered.... 11.98
Men's Sizes 6, 7, 8, 9, 10, 11, 12
6 N 16 073 A—Reg. 15.98. Pair, delivered.... 12.98

A **Skate Guards.** Solid plastic with metal holding springs. Sizes: S (up to 2), M (3-8), L (9-11)
6 N 22 041 A—Pair, delivered..... 89c

Women's and Girls' Figure Skates. White split-leather boots feature a smooth-fitting genuine suede leather lining—the kind found only in much higher-priced skates. Foam rubber ankle pads for better fit and protection. Two-piece tongues lined with polyethylene foam for extra comfort. High-cut 'Pro' styling. Felt-lined insoles. Composition soles, tempered nickel-plated steel blades.

Girls' Sizes 11, 12, 13, 1, 2
6 N 16 437 A. Reg. 13.98. Pair, delivered.... 10.98
Misses' Sizes 3, 4, 5
6 N 16 438 A—Reg. 14.98. Pair, delivered.... 11.98
Women's Sizes 6, 7, 8, 9, 10
6 N 16 439 A—Reg. 16.98. Pair, delivered.... 12.98

B **SAVE $1 on Carry-Guard.** Strong polyethylene with spring that locks skates into position. Designed for figure skates only—fits sizes 3 and up.
6 N 22 064—Reg. 2.98. Each, delivered..... 1.98

PRO-STYLE HOCKEY GEAR...

Hockey Pants For All Sizes

4.19 up

1 **For Youths and Men.** Foam-padded nylon pants with closed front. Foam-covered thigh guards. Poly-protected waist tailpiece.

State	S (34-36)	M (38-40)	L (42-44)
For waists	29-31"	32-35"	over 35"

6 N 21 533 A—Black 12.98
6 N 21 534 A—Blue 12.98

2 **For Boys to 5' in Height.** Semi-pro pants in closed-front style. Good quality cotton drill. Polyethylene protection at waist, tailpiece and thigh guards for added safety.

State	Small 30	Med. 32
For waists	25-26"	27-28"

6 N 21 542 A—Blue . 6.29
6 N 21 543 A—Red . 6.29
6 N 21 544 A—Black 6.29

3 **For Boys to 4'6" in Height.** Peewee Pro hockey pants made of foam-padded cotton drill.

State	Small 28	Med. 30
For waists	22-23"	24-25"

6 N 21 510 A—Blue 4.19
6 N 21 550 A—Black 4.19

4 **For Boys to 5'7" in Height.** Now available in cotton drill or nylon. Poly-protected tailpiece and foam-padded thigh guards for extra safety.

State	Med. 34-36	Large 38-40
For waists	26-30"	31-34"

Cotton Drill hockey pants
6 N 21 545 A—Blue .. 7.99
6 N 21 546 A—Red 7.99
6 N 21 547 A—Black 7.99

Long-Wearing Nylon hockey pants.
6 N 21 548 A—Black 9.99
6 N 21 549 A—Blue 9.99

Sweaters 7.99 ea. — Stockings 3.99 pr.

5 **Specially Designed** for avid players. Pro-style sweaters and stockings in popular team colors: 88 (Royal Blue and White), 35 (Gold with Black/White) 95 (White with Black/Red).

Pro-Style Sweaters. Heavy-duty cotton-backed rayon for rugged wear. Double shoulders for shoulder pads. Lace neck, pro cuffs and double elbows.
Sizes: M (34-36"), L (over 36") chests.
6 N 21 334 B—Each 7.99

Pro-Style Hockey Stockings to Match. Durable cotton with double knees. Foot less. Full 38" length... room for shin guards. State color number.
6 N 21 342 C—Pair 3.99

Our Best-Value Gloves! 12.98 pr.

6 All top-grain leather glove at a price you'll find hard to beat! Pre-shaped individual fingers have padded back rolls with polyethylene reinforcement. Thickly padded back-hand rolls. Polyethylene covered flexible thumb with tab for better stick control. Strong nylon stitching. About 13" long.

Blue-and-White Gloves.
6 N 21 061—Pair 12.98

Red-and-White Gloves.
6 N 21 062—Pair 12.98

Black-and-White Gloves.
6 N 21 063—Pair 12.98

Target Screen 7.49

Score Shot hockey target screen now priced lower than Christmas 1969. Screen helps young players improve their aim. Use puck or ball. 4 targets to shoot at — just pick the corner and shoot like a pro. Deluxe goalkeeper right on the screen. Can be used on or off the ice indoors or outdoors. Tape it to a basement wall or garage door. Screen attaches easily to hockey goals. Strong polyvinyl. Abt. 57 x 43"
6 N 22 065—Reg. 7.98 **7.49**

Prestrung Nylon Goals 8.99 up

Hockey goals for indoor or outdoor use. Prestrung with nylon. Strong zinc plated tubular steel frame has netting attached. Frame assembles and takes apart easily for set up, storage.

Junior Hockey Goal. About 52 x 39 x 18" deep
6 N 22 018 DL—Delivered **8.99**
6 N 22 045—Junior replacement net **2.99**

Pro-Style Goal—Regulation Size
Strong centre bar adds rigid support to frame.
6 N 22 046 DL Abt. 57 x 43 x 22" deep. **14.99**

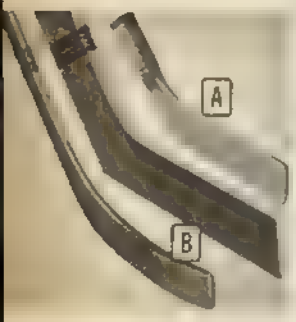
Regulation Replacement Net of strong nylon
6 N 22 044—Fits 57 x 43" size goals **3.99**

C.C.M. Outfit 4.99

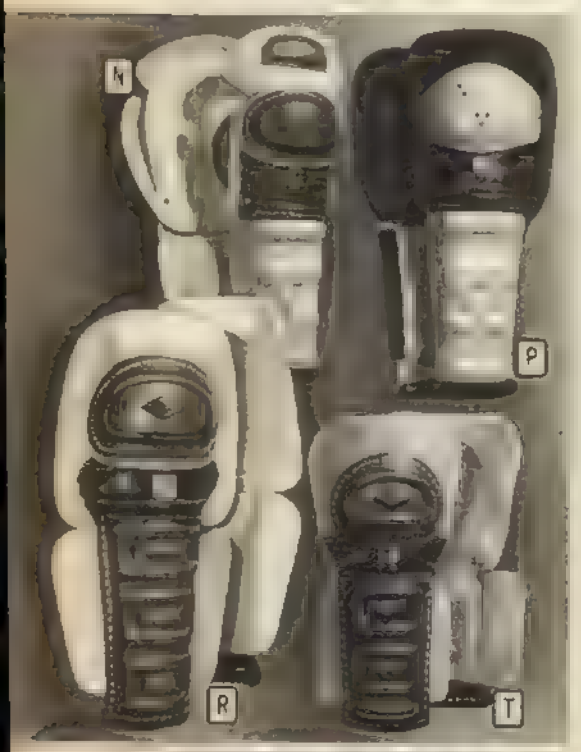
This good quality outfit is a proven best seller. C.C.M. injection molded hockey helmet is of high density polyethylene—strong yet lightweight. Won't crack or shatter. 2 curved ribs; foam polyethylene lining for added protection. Adjustable. White leather straps. Adjustable mouthpiece adds extra protection. Save on outfit.
6 N 21 767 E—Outfit **4.99**
6 N 21 772—Helmet only **3.99**
6 N 21 745—Mouth guard **1.59**

All-New Cooper Outfit 5.99

Features New Mouth and Tooth Guard. This Cooper outfit has a tough dental vinyl guard that goes partially inside the mouth to give better protection to teeth. Moulds to a perfect safe fit. The helmet is of strong, lightweight high-density polyethylene, fully lined and cushioned at back of skull with soft vinyl foam. Ventilation ports at top and back for constant air circulation. Fully adjustable. Save when you buy outfit.
6 N 21 766 E—Outfit **5.99**
6 N 21 763—Helmet only **3.99**
6 N 21 764—Mouth/tooth guard **2.59**



POW-R-PUCK Only 49c



A **New 'Super Blade'**—strong plastic replacement blade for broken hockey sticks. Can be curved and shaped by heat
6 N 21 114—Fits on end of handle. Each **1.49**

B **Junior Hockey Sticks.** Wood handle, blade
6 N 21162 DL—Goalie stick, 42-46" **2.99**
6 N 21 187 DL—Regular stick, 43-49" **1.49**
Bobby Hull Jr. Pro Stick. White ash handle, fibre glassed blade. Moderate curve. 48" long
6 N 21 210 DL—Right hand **2.49**
6 N 21 211 DL—Left hand **2.49**

C-D **Kit Bags.** Strong 8½-oz. duck. Nylon draw rope. About 12 x 28" deep.
(C) 6 N 22 034—Maple Leafs **1.99**
(D) 6 N 22 035—Canadiens **1.99**

E **Heavy-Duty Kit Bags.** Extra-tough 10-oz. duck. Nylon draw rope. Brass grommets
6 N 22 037—About 12 x 28" deep **1.99**
Extra-Deep Bag with handle. Not shown
6 N 22 036—About 14 x 36" deep **2.99**

F **All-Purpose Sports Bag.** Full-length zipper; riveted handles. Tough 12-oz. duck
6 N 22 042—Abt. 30" x 12" x 15" deep **9.49**

G **Hockey Suspenders.** Adjustable
6 N 21 757—Men's. Abt. 42-44" **1.99**
6 N 21 758—Boys'. About 38-40" long **1.89**

H **Hockey Garters** of strong elastic
6 N 22 020—Men's 1¾" band **1.99**
6 N 22 021—Boys' 1" band **1.59**

J **Athletic Supporter with Cup.** 3" elastic waistband. Rubatex foam-cushioned edge on polyethylene cup. Men's and boys' sizes
Men's Sizes. Small (28 to 32" waist) Medium (34 to 36" waist) Large (38 to 42" waist)
6 N 22 060 A—State S, M or L **2.99**
Boys'. S(20-24" waist), M(26-28" waist)
6 N 22 059 A—State S or M **2.79**

K **Men's Pro-Style Elbow Pads.** Turtle neck design. Rubatex 1" foam padding
6 N 21 954—13½" full size. Pair **6.99**

L **Elbow Pads.** Foam-padded poly caps
6 N 21 951—8" (young boys). Pr. **3.59**
6 N 21 952—11" (boys to 15 yr.) Pr. **3.99**
6 N 21 953—13" full size. Pair **4.99**

M **'Pow-R-Puck' at Fantastic Savings!** For practice. Shows units of impact
6 N 22 000—SAVE 91 50 Reg 1.99 **49c**

N **Our Best Shin Guards.** Complete wraparound protection to side of knee. Dull-covered foam padding. Full length Rubatex foam strip behind shin piece. Foam-backed knee pad and polyethylene-protected knee roll with tough vinyl covering. Canvas sling
6 N 21 780—Pro size. Abt. 22" Pr. **12.98**
6 N 21 777—Jr. Pro. Abt. 18" Pr. **9.99**

P **Fine Quality Shin Guards** with Blue felt padding. Wraparound plastic shin piece protects sides of leg. New wraparound knee cap. Poly-protected knee roll. Canvas sling.
6 N 21 784—Pro size (abt. 20") Pr. **6.99**
6 N 21 785—Jr. Pro (abt. 18") Pr. **3.99**

R **Shin Guards with New White Poly Felt** washable padding. Wraparound knee cap. Poly-protected knee roll. Canvas sling
6 N 21 795—Pro size (abt. 20") Pr. **7.99**
6 N 21 794—Jr. Pro (abt. 17") Pr. **5.49**

T **Economy-Priced Shin Guards.** Shock-resistant polyethylene facings. Felt padding.
For Boys to 10 Years. Canvas sling
6 N 21 792—Abt. 14" long. Pair **2.99**
Boys to 13 Years. No sling
6 N 21 787—About 16½" long. Pair **2.99**
Full Size. Canvas sling
6 N 21 793—About 18½" long. Pair **5.49**

U-W **Ankle Guards.** Foam-padded. Black expanded vinyl. Leather strap, buckle
(U) 6 N 22011—**All purpose style** Pr. **3.99**
6 N 22 012—If shoe size 6 under Pr. **3.49**
(W) **Pro Style for forwards**
6 N 22 010—Pair, delivered **3.99**

Full-size leather hockey gloves for Teens to Adults — as low as 15.98 pair

Our Best — All Horsehide. Exactly the same as worn by many N.H.L. players. Made by Winnwell — famous for top-quality hockey equipment. Horsehide is one of the finest glove leathers — soft, yet exceptionally rugged. Padded with strong, lightweight foam, 'Kury-Palm' design for natural stick grip. 2 piece flexible thumb. Strong laced cuff. Over 15" long.
6 N 21 066—Pair ... 29.98

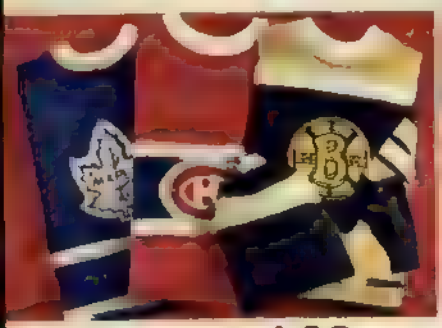
Pro Quality top-grain leather hockey gloves with palms of soft, but rugged horsehide for excellent protection, flexibility and extra long wear. 'Kury Palm' design for natural stick grip. 'Iron-Clad' Sure-Grip thumb. 4 poly-reinforced back rolls. Large wrist roll with plastic and foam padded protection. Preshaped individual fingers. Extra-deep cuff. About 15" long.
6 N 21 073—Pair .. 24.98

Extra-Long Cream Color Gloves completely made of fine quality top-grain leather for durable wear. Long length with 5 back rolls each polyreinforced for maximum protection and flexibility. Large wrist roll is safely foam padded. Preshaped flexible fingers. Flexible thumb. Palm gusset with thumb tab for better stick control. Strongly stitched throughout. About 16" long.
6 N 21 065—Pair . 19.98

An Outstanding Value for a full-size glove of this fine quality. Compare the features! Top-grain leather palm, fingers and back. Preshaped flexible fingers. Rigid polyethylene thumb and wrist for protection. Palm gusset helps prevent wear. Sure Grip thumb tab for surer stick control. 4 polyethylene-reinforced back rolls. Vinyl cuff. Strong nylon stitching throughout. Abt. 14½" lg.
6 N 21 084—Pair 15.98

Junior Pro 9.99 pr.

Feature Value! For Boys to 17. Good quality hockey gloves priced especially low. Top-grain leather back and fingers. Tough split leather palms. Individual fingers for flexibility and a better grip. 4 well-padded back rolls for protection. Black knuckle inserts. Strong poly wrist and thumb protection. These gift-perfect gloves are ideal for play in any league. About 13½" long.
6 N 21 081—Pair. ... 9.99



Sweater-Toque Sets 4.99 ea.

A great gift for the young hockey fan. Knitted wool rayon sweater with crest, and toque. Fully washable. **Note:** for playing hockey we recommend outfit listed at right. It is designed for use with shoulder pads. To get above sweater-toque set order team by number. 01(Toronto) 02(Montreal) 03(Boston). Sizes: S(fits 24-26" chests) M(fits 28-30" chests). L(fits 32-34" chests)
6 N 21 330 B—Sweater-toque set... 4.99

Combination Hockey Outfit 6.19

Cotton-backed rayon sweater has stretch shoulders to fit over shoulder pads. Pro-style with lace neck, pro cuffs. Footless cotton stockings are 32" long for boys of average height. 86(Royal Blue/White). 70(Red/White). 09(Black/Gold). Sweater sizes: M(30-32" chest). L(34-36" chest)
6 N 21 332 B—Sweater-stockings combination . 6.19
6 N 21 333 B—Sweater only ... 4.69
6 N 21 301 C—32" stockings only. Pair ... 1.99
38" Stockings for Taller Boys. Colors as above.
6 N 21 329 C—Pair delivered ... 2.89

Boys 5—8 yr. 4.59 Pre-teen 5.59

1 **Ideal For the Young Beginner.** These gloves offer safe protection while he learns to play the game. Made of durable vinyl. Suede leather palms provide sure grip. Strong wrist and thumb.
6 N 21 078—About 10" long. Pair ... 4.59

2 **Pre-Teen Gloves** have individual fingers for more flexibility. Suede leather palms, vinyl backs. Strong polyethylene thumb, plus rigid polyethylene wrist protection. 3 padded back rolls.
6 N 21 080—About 11½" long. Pair 5.59

Average-Size Boys to 9 Years

3 **Shoulder Pads.** Strong polyethylene facings.
6 N 21 915—Maple Leafs. Each ... 5.39
6 N 21 916—Canadiens. Each ... 5.39

4 **Elbow Pads.** Leatherette covered. Abt. 6½"
6 N 21 946—Maple Leafs. Pair ... 1.99
6 N 21 947—Canadiens. Pair ... 1.99

5 **Hockey Mitts.** Glove like back. Strong wrists and thumbs. Split leather palms. Abt. 12"
6 N 21 012—Maple Leafs. Pair ... 4.69
6 N 21 013—Canadiens. Pair ... 4.69

6 **Shin Guards.** Polyethylene front; leatherette knee roll; felt padding. About 13" long.
6 N 21 727—Maple Leafs. Pair 1.99
6 N 21 728—Canadiens. Pair 1.99

Average-Size Boys to Pre-Teen Age

7 **Big League Hockey Gloves.** Cowhide palms, padded fingers, ridged polyethylene wrists and cuffs for added protection. Strong polyethylene thumb. Overall length about 12½"
6 N 21 003—Maple Leafs. Pair ... 5.59
6 N 21 004—Canadiens. Pair ... 5.59

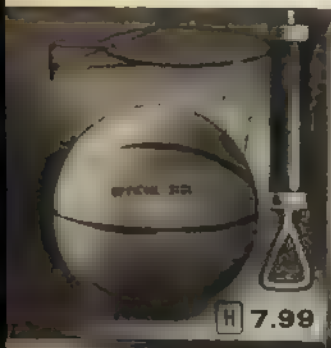
8 **Big League Shin Guards.** White polyethylene felt. Strong molded polyethylene knee cap and shin piece with leatherette knee roll. Canvas sling. Overall length about 17" long.
6 N 21 790—Maple Leafs. Pair ... 4.49
6 N 21 791—Canadiens. Pair ... 4.49

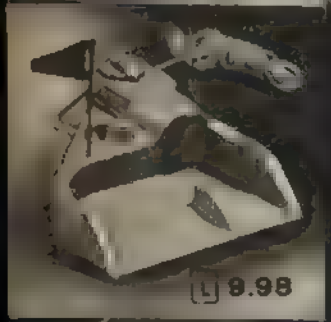
Shoulder Pads 4.99 ea.

9 **Popular-Priced Pads** with polyethylene shoulder cap for safety. White drill-covered polyfoam. Adjustable straps. Laced front and back.
6 N 21 912—For boys to 10 years. Each ... 4.99
6 N 21 914—For boys to 13 years. Each ... 5.99
6 N 21 917—For boys to 16 years. Each ... 6.99

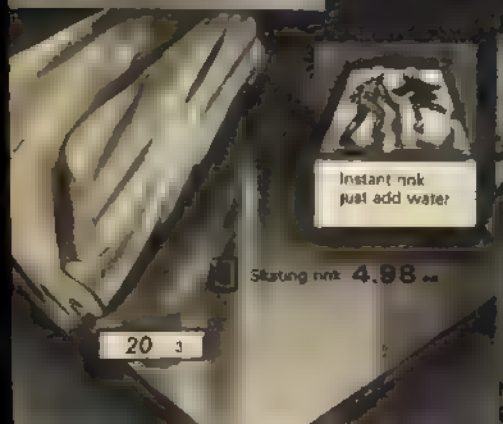
10 **Full-Size Pads** (similar to above)
6 N 21 925—For boys to 18 years ... 7.99

11 **Professional Shoulder Pads.** Wraparound to cap pads reinforced with poly inserts. Drill covered foam over shoulders. Adjustable. Laced.
6 N 21 926—For experienced players 10.98





Gifts for less than $10.00 each



Sporting Gifts

A **Adult Archery Set.** 62" recurved Fiberglas bow with wood inlay handle, built-in rest, six 28" wood arrows with feather flights. Deluxe leather finger tab and arm guard. Quick-draw fabric quiver and 24" target.
6 N 88 024 DL—With instr Set . 21 98

B **Archery Set for Ages 14 to 18.** Strong 60" recurved Fiberglas bow with wood inlay handle. Dacron string. Six 28" wood arrows, fabric quiver and arm guard. Leather finger tab, target.
6 N 88 002 DL—With instr Set . 14 98

C **Archery Set for Ages 10 to 13.** Sturdy 54" recurved Fiberglas bow with inlaid wood handle. Dacron bow-string. Four 24" wood arrows with target tips; finger tab, animal target.
6 N 88 001 DL—With instr Set .. 9.99

D **Perma-Prest Sleeping Bag.** Wrinkle-shy outer shell of Green Fortrel® cotton fabric. Dura-Puff® polyester fill. Warm cotton flannel lining in Multicolor pattern. Twin pull-ring on zipper.
Regular. Finished size about 36 x 72".
6 N 30 102—2 lb. filling..... 13 98
Tall. Finished size about 36 x 78".
6 N 30 103—3 lb. filling 16 98

E **Punching Bag Outfit.** Use overhead or on floor. Rod adjusts for all ages. With stationary wall brackets. Steel rebound ring in Red enamel finish. Black bag with valve bladder.
6 N 77 615 DL—Delivered.... 16 98

F **Handy Hand Warmer** slips into pocket or boot. Uses lighter fuel. Safe to use—there's no flame.
6 N 57 634—With Grn. cotton bag. 1.49
6 N 57 636—Extra burners... 2 for 75c

G **SAVE 30% on Rugged 3-Gun Rack.** Walnut-finished cherry wood. About 26 x 18". Shipped unassembled.
6 N 57 373 DL—Reg 4.98..... 3.49

H **4-Pc. Basketball Set.** Official-size easy-grip vinyl ball, regulation size hoop with mounting bracket, heavy-duty net. Pump, inflating needle.
6 N 72 015 DL—Delivered..... 7.99

J **Football and Tee.** Official-size ball of split leather; plastic tee.
6 N 71 570—Delivered 5 49

K **Deluxe Roller Skates.** Double ball-bearing wheels; full nickel plating. Foam-rubber ankle pad. Ages 7 and up.
6 N 20 002—Adjust 8-10½" Pr... 7.98

L **Oscar Jr. Putting Cup.** Electric ball return improves your shots. Adjust return for long, short putts. Numbered ribbed base for aiming. Plugs into any wall outlet. Made of sturdy plastic.
6 N 31 375—Delivered..... 9.98

M **Boxing Glove Sets** for all ages, 2 pairs per set. Strongly stitched tough stretchy plastic. Deep, full lacing. Black with White trim.
6 N 77 600—For boys to 8 yr.... 5 99
6 N 77 601—For boys to 11 yr.... 6 99
6 N 77 602—For boys to 14 yr.... 8.99
6 N 77 603—For boys to adults... 9 99

N **Instant Ice Rink.** Lay the heavy-gauge polyethylene on level ground, flood with hose through water inlet, allow to freeze. Remove top of rink and you have a 10 x 20' skating surface. Use two side by side for larger area.
6 N 17 810—Each.... 4.98. 2 for 9.50

P **Children's 3-Season Sleeping Bag** has safety loops, D-rings, lace ties for bunk bed. Olive Green cotton poplin outer shell with quilted Dura-Puff® polyester fill. Snug Wild West cotton flannel lining. Machine-wash or dry-clean. Ground sheet not included.
6 N 30 097—Size 25 x 64". Each . 9 99

The advantages of a resort, attache to the advantages of a boat.

The advantage in having all these advantages should dawn on you as soon as you've studied the numbers in the chart below.

	Days off
Vacation	10
Saturdays	52
Sundays	52
Holidays	8
Total	122

Briefly, what the numbers say is that most people get four months off during the year.

And what you need to take proper advantage of all this leisure is not just a boat but a combination resort, vacation home and boat. The Aqua-Home® is just such a combination.

To start with, you get a suite of resort-size rooms (instead of boat-size cabins) that lets you tow a water skier, fish out of the ' room, dive off the sun deck, or throw an mate party for three or thirty-three. Tl whenever the spirit moves you, you can alw weigh anchor and move your Aqua-Home ' new neighborhood.

And all the conveniences of home m with you.

Both the 34-ft. and 46-ft. Aqua-Hc give you more house than any other houseb in their class. The 34-footer sleeps 6 in 2 s rate cabins. The 46-footer sleeps 8 in 3 s rate cabins.

The difference between them is in length not in the luxury. Standard equipm in both includes bulkhead-to-bulkhead car

o the advantages of a house, attached

and wood paneling throughout. An all-
:tric galley with refrigerator-freezer and
urner range with oven and rotisserie. A
iroom complete with stall shower.

Below decks you get your choice of sin-
200 hp stern drive or twin 150's on the 34;
twin 230's or twin 145 hp diesels on the 46.

And both have greater fuel capacity for
ater cruising range than most similar-size
seboats.

When it comes to Aqua-Home construc-
tion, Chris-Craft uses an exclusive fiberglass material developed from experience gained in over 70 years of designing and building power cruisers and yachts.

Prices start at $14,990 for the 34-footer. And at $29,990 for the 46-footer.

All of which makes an Aqua-Home just the thing for a man with four months off a year. A man like you.

The Aqua-Home
Chris-Craft®

You're every inch a cruising man. You're ready for a new Chris-Craft.

The 55' Commander is made for a man with salt water in his veins. A seagoing fiberglass yacht that can take you as far as your spirit moves you. She's ready to go the minute you step aboard. Fully found. And fresh from sea trials. Head for open water in a 55' Commander. We've built in a revolutionary electronics system that's years ahead of its time. Standard: radar, dual range depth sounder, AM and FM radio-telephones, automatic pilot, automatic direction finder and electronic hailer. All integrated in a space age Command Console. The interior is hotel suite spacious. The decor, elegant to the last detail. The 55' Commander—like all Chris-Craft Commanders—a blue water boat for blue water yachtsmen. Isn't it time you took command of one?

Chris-Craft

More than a boat...a way of living.

Chris-Craft Corporation, Box 1287, Pompano Beach, Florida 33061

GRUEN Precision

THE SWISS NAME FOR FINE WATCHES

EVERY GRUEN WATCH HAS **incabloc®** THE SHOCK RESISTANT DEVICE

ALL HAVE SWISS GRUEN PRECISION® MOVEMENTS . UNBREAKABLE MAINSPRINGS ARE ANTI-MAGNETIC . SHOCK RESISTANT

*as long as case, crown, crystal remain intact

DAY-DATE !—Handsome styling and dependable performance. Calendar model gives time, day and date. 17 jewel shock resistant movement. Water resistant* case with Chrome Plated top. Stainless Steel back Nite-glo dial with sweep second hand. Matching adjustable expansion band.
4163W2793 Retail $47.50

AUTOWIND® SKYMASTER—Modern 17 jewel self-winding watch. Water resistant* case with Yellow top, Stainless Steel back Calendar model gives time, day and date automatically Nite-glo hands with sweep second. Shock resistant Handsome expansion band.
4164W3993 Retail $65.00

The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price

AUTOWIND® GARY — Sleek, masculine 25 jewel self-winding watch. Water resistant* Stainless Steel case. Nite-glo hands with sweep second. Shock resistant. Double feature expansion band.
4165W3460 Retail $57.50

AUTOWIND® GARY Z—Same as above with Black Dial.
4166W3460 Retail $57.50

AUTOWIND® NIKE—All guessing aside—here's the date up to the second 17 jewel self-winding model Dress water resistant* Yellow top, Stainless Steel back Nite-glo dial, sweep second hand Shock resistant Matching expansion band.
4167W3860 Retail $62.50

AUTOWIND® PERRY—Magnificent 25 jewel self-winding watch features a calendar with magnified date window All Stainless Steel case Shock resistant. Nite-glo hands and dial. Sweep second hand. Dress—water resistant*. Attractive expansion band.
4168W3993 Retail $65.00

AUTOWIND® LORD — A watch fit for a king—priced for you 25 jewel shock resistant movement. Handsomely styled 14K Yellow Gold case Self-winding, calendar feature, water resistant* Sweep second hand. Attractive expansion band.
4169W7727 Retail $125.00

AUTOWIND® SLOOP—Smartly styled, moderately priced. 17 jewel self-winding model. Yellow top, Stainless Steel back Water resistant*, shock resistant. Nite-glo hands with sweep second Textured brown strap
4170W3060 Retail $52.50

AUTOWIND® DELTA — Shimmering dial adds prestige to this self-winding, dress—water resistant* watch. 17 jewel shock resistant movement Yellow top, Stainless Steel back Nite-glo dial, sweep second hand Double feature expansion band.
4171W3593 Retail $59.95

AUTOWIND® RAY—Superb 25 jewel self-winding watch Water resistant* case with Yellow top, Stainless Steel back. Calendar with magnified date window. Shock resistant, nite-glo dial with sweep second. Matching expansion band
4172W4260 Retail $69.95

Every Gruen watch comes beautifully gift boxed.

AUTOWIND® MARK—Fashionable styling and accurate. 25 jewel, self-winding movement. Yellow top, Stainless Steel back, Dress—water resistant*, nite-glo dial with sweep second hand Shock resistant. Double feature expansion band.
4173W3993 Retail $65.00

AUTOWIND® CAL Y—Superb new 17 jewel self-winding watch is ideal for both work and play. Calendar model gives time, day and date automatically. Water resistant* case with Yellow top, Stainless Steel back Nite-glo silver dial with sweep second. Mesh band.
4174W4127 Retail $67.50

Retail Prices Are Suggested Only And May Vary In Different Trading Areas

GRUEN

AUTOWIND® GRAYSON—Fashionable styling in this modern 25 jewel self-winding watch. All Stainless Steel case, guaranteed water resistant.* Nite-glo hands with sweep second. Matching adjustable band.
4146W3993 Retail $65.00

★ TRANSISTORIZED MOVEMENT ★ ELECTRONIC CALENDAR

PRECISION ELECTRONIC VII—A magnificent timepiece with a solid state transistorized circuit and a tiny battery. All Stainless Steel case. Calendar feature, guaranteed water resistant.* Matching adjustable band
4147W8127 Retail $97.50

PRECISION ELECTRONIC VIII—Same as above with Yellow top Stainless Steel back.
4148W8660 Retail $105.00

DAY-DATE VII Dynamic and handsome styling. This model gives time, day and date. 17 jewel shock resistant movement. Water resistant* case with Yellow Top, Stainless Steel back. Nite-glo hands with sweep second. Attractive expanse on band
4149W3727 Retail $59.95

DOMINO — Attractive model with diamond shape dial opening and engraved bezel. 17 jewels. 10K Yellow rolled gold plated top. Stainless Steel back. Blue suede corfam inset bracelet
4150W3593—DOMINO Retail $59.95
4151W3593 Same in White Retail $59.95

MONET Marquise shaped watch with engraved end pieces and faceted crystal. 10K Yellow rolled gold plated top. Stainless Steel back. 17 jewels. Red suede corfam inset bracelet
4152W3460—MONET Retail $57.50
4153W3460 Same in White Retail $57.50

MONIQUE — Modernly styled 17 jewel watch with engraved end pieces. 10K Yellow rolled gold plated top. Stainless Steel back. Black suede corfam inset bracelet
4154W3460—MONIQUE Retail $57.50
4155W3460 — Same in White Retail $57.50

*As long as case, crown, crystal remain intact.

CLAUDIA Perfect for dress wear or for house cleaning. 17 jewel shock resistant movement. Attractive dial with raised markers and sweep second hand. Yellow top Stainless Steel back. Mesh bracelet.
4156W3466—CLAUDIA Retail $57.50
4157W3327 Same in White Retail $53.00

AUTOWIND® NEPTUNE Authentic Skindiver mode to 1500 feet. 17 jewel self winding movement. A Stainless Steel case with elapsed time bezel. Orange dial for most effective under water reading. Black rubber strap.
4158W3860 Retail $92.50

POCKET II—Handsome 17 jewel dress pocket watch. All Yellow case. Shock resistant movement with unbreakable mainspring. Anti-magnetic
4159W3327 Retail $52.50

POCKET CALENDAR Attractive dress pocket watch gives time and date. 17 jewel shock resistant movement with unbreakable mainspring. All Yellow case. Anti-magnetic.
4160W3727 Retail $59.95

AUTOWIND® PRINCETON This brilliant watch is designed in 14K Yellow Gold. Quality 25 jewel shock resistant movement. Self-winding, water resistant*. Silver-tone dial. Handsome strap.
4161W7327 Retail $115.00

AUTOWIND® EARL The gentleman's wrist movement wands this superb 25 jewel self-winding watch. Yellow top, Stainless Steel back. Water resistant,* champagne color dial with sweep second hand. Handsome mesh band
4162W4127 Retail $67.50

GRUEN *Precision* *The Quality Watch*

DIAMOND COUNTESS 7 Diamonds set in a 14K White Gold case. 17 jewels. Matching tapered bracelet
4099W6127—DIAMOND COUNTESS. Retail $97.50
4100W6127—Same in Yellow Retail $97.50

DIAMOND PHYLLIS — Modern styled creation with 2 fine Diamonds 10K White rolled gold plated top, Stainless Steel back 17 jewels Tapered adjustable bracelet
4101W3460 Retail $57 50

DIAMOND MARIAN Superior workmanship and fine styling in this 4 Diamond model 10K White rolled gold plated top, Stainless Steel back 17 jewel movement Shock resistant Beautiful tapered bracelet
4102W4127—DIAMOND MARIAN Retail $67.50
4103W4127—Same in Yellow $67.50

DIAMOND CELL—Glittering beauty in 14K White Gold model with 10 fine Diamonds Faceted crystal Quality 17 jewel movement Shock resistant Beautiful tapered bracelet with safety chain.
4104W7995 Ret. $125.00

DIAMOND DALI Delicately designed 6 fine Diamonds Softly engraved case with 10K White rolled gold plated top, Stainless Steel back 17 jewel movement Faceted crystal Shock resistant Matching adjustable bracelet
4105W3860 Retail $97 50

DIAMOND MARNA Graceful petal shaped endpieces 4 sparkling Diamonds. 17 jewel movement. 10K White rolled gold plated top, Stainless Steel back Faceted crystal Shock resistant Matching tapered bracelet
4106W5040 Retail $79 95

DIAMOND OLGA Regal splendor. Attractive 14K White Gold case Quality 17 jewel movement 4 sparkling Diamonds Shock resistant, unbreakable mainspring Tapered adjustable bracelet with safety chain
4107W5460—DIAMOND OLGA Retail $87.50
4108W5460—In Yellow .$87.50

DIAMOND LIL—Exquisite classic charm. 10K White rolled gold plated top Stainless Steel back 17 jewel movement. 2 fine Diamonds Shock resistant. Fascinating expansion bracelet Retail
4109W8195—DIAMOND LIL $52.50
4110W8195—Same in Yellow. . 52.00

DIAMOND CONCORD 2 fine Diamonds set in attractive case with 10K White rolled gold plated top, Stainless Steel back 17 jewel movement Shock resistant Tapered adjustable bracelet
4111W3593 Ret. $39.95

DIAMOND RHETTA Richly rewarding fashion design 10K White rolled gold plated top Stainless Steel back 17 jewel movement 3 fine Diamonds Faceted crystal Shock resistant Tapered embossed bracelet
4112W4260 Retail $69 95

STAR GLO Exquisitely beautiful watch with 2 sparkling Diamonds 10K White rolled gold plated top, Stainless Steel back 17 jewel movement Shock resistant Attractive mesh bracelet
4113W4260 Retail $69 95

DISTINCTIVE DESIGNS IN 14 K. GOLD

HOLLY — Stunningly designed watch with 14K Yellow Gold case Quality 17 jewel movement Unbreakable mainspring shock resistant. Matching tapered bracelet with safety chain. Retail
4114W4127—HOLLY $67 50
4115W4127—Same in White $67.50

VIOLET Modern looking watch featuring bamboo effect bezel. 10K Yellow rolled gold plated top, Stainless Steel back Quality tapered adjustable bracelet with safety chain 17 jewel movement. Shock resistant. Retail
4116W2793—VIOLET $47 50
4117W2793—Same in White. 47.50

GOLDEN MARTA—Golden height of fashion 17 jewel movement. Gracefully rounded 14K Yellow Gold marquise shape case. Shock resistant. Tapered adjustable bracelet.
4118W3860—GOLDEN MARTA Retail $62.50
4119W3860—Same in White $62.50

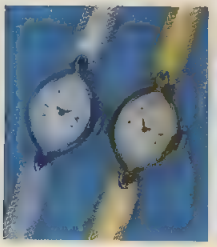
CYNTHIA—Styling at its finest Diamond turned bezel and Florentine end pieces. 17 jewels, 10K Yellow rolled gold plated top, Stainless Steel back, Shock resistant Adjustable bracelet with safety chain Retail
4120W3327—CYNTHIA $55.00
4121W3327 Same in White. 55.00

GRUEN CREATION OF MASTER CRAFTSMAN

SINCE 1874

EVERY GRUEN WATCH HAS incabloc® THE SHOCK RESISTANT DEVICE

ALL HAVE SWISS GRUEN PRECISION® MOVEMENTS . UNBREAKABLE MAINSPRINGS ARE ANTI MAGNETIC . SHOCK RESISTANT



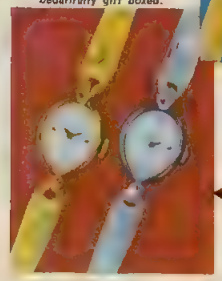
NANETTE—Modern styled 17 jewel creation in smart sculptured case. 10K Yellow rolled gold plated top Stainless Steel back. Unbreakable mainspring, shock resistant. Faceted crystal. Attractive mesh bracelet with safety chain

	Retail
4129W3360—NANETTE—Yellow	$57.50
4128W3360—NANETTE—White	$57.50

HEIRESS—Beautiful 17 jewel model in striking new wedge shape 10K Yellow rolled gold plated top. Stainless Steel back. Faceted crystal. Shock resistant. Tapered adjustable bracelet with safety chain.

	Retail
4132W2793—HEIRESS	$47.50
4133W2793—Same White	47.50

Every Gruen watch comes beautifully gift boxed.



HARRIET—Beautiful and petite 17 jewel model with one piece bracelet and case. 10K White rolled gold plated top. Stainless Steel back. Shock resistant.

	Retail
4124W3393—HARRIET—White	$59.95
4123W3393—HARRIET—Yellow	59.95

MELINDA—Attractive 17 jewel watch with 10K Yellow rolled gold plated top Stainless Steel back. One piece bracelet and case. Shock resistant.

	Retail
4126W3393—MELINDA—Yellow	$59.95
4127W3393—MELINDA—White	59.95

The Gruen Watchmaking Factory

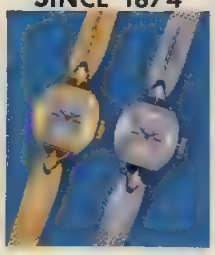
ALL GRUEN MOVEMENTS ARE SWISS FROM OUR OWN MANUFACTURING FACTORY IN BIENNE, SWITZERLAND

RANI—A winning combination dainty easy-to-read Quanty 17 jewel movement. Attractive case with 10K Yellow rolled gold plated top Stainless Steel back. Shock resistant. Matching adjustable bracelet

	Retail
4138W2660—RANI	$45.00
4139W2660—Same in White	45.00

GOLDEN RAY—Petite watch small enough to fit through a wedding band. 17 jewel movement. 14K Yellow gold case. Shock resistant, unbreakable mainspring. Matching adjustable bracelet

	Retail
4140W3993—GOLDEN RAY	$65.00
4141W3993—Same in White.	65.00



LAURA—Charm and elegance in this breathtaking creation. Beautifully styled case with 10K Yellow rolled gold plated top, Stainless Steel back. 17 jewels. Shock resistant. Adjustable mesh bracelet with safety chain

	Retail
4128W3393—LAURA	$59.95
4129W3393—Same in White.	59.95

*as long as case, crown, crystal remain intact.

★ 14KT. GOLD
★ 17 JEWELS

LADY RONA—17 jewel, self-winding sport watch with calendar feature. Yellow top, Stainless Steel back. Water resistant*, nite-glo dial with sweep second. Shock resistant. Expansion bracelet

	Retail
4130W4527—LADY RONA	$75.00
4131W4393—Same with Chrome plated top	$72.50

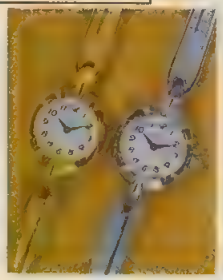
CALENDAR DEB—Attractive 17 jewel calendar model. Yellow top, Stainless Steel back. Sweep second hand. Shock resistant. Matching expansion bracelet

	Retail
4134W3466—CALENDAR DEB	$57.50
4135W3960—Same with Chrome plated top	49.95

AQUA MAID—Practical and pretty 17 jewels Yellow top Stainless Steel back. Water resistant*, nite-glo dial. Shock resistant. Attractive expansion bracelet

	Retail
4136W2527—AQUA MAID	$47.50
4137W3960—Same with Chrome plated top	45.00

The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price



SANDRA—Sophisticated, richly decorated case with 10K Yellow rolled gold plated top Stainless Steel back. 17 jewel movement. Full numeral dial. Shock resistant. Matching adjustable bracelet.

	Retail
4142W2660—SANDRA	Ret. $45.00
4143W2660—Same in White	45.00

NORA—Sleekly styled . . . always fashionable Tonneau shape case with 10K Yellow rolled gold plated top Stainless Steel back. 17 jewel movement. Shock resistant. Matching adjustable bracelet

	Retail
4144W2793—NORA	$47.50
4145W2793—Same in White	47.50

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

HELBROS

Helbros quality watches — America's distinctive quality watches at popular prices — with the famous Lifetime Jewels, unbreakable mainsprings and shock-resistant!

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ELECTRIC—NEVER NEEDS WINDING

ELECTRIC 460—Tiny battery powers this Electric watch for a full year. Battery easily replaceable. Water-resistant*. Never needs winding! Yellow bezel; stainless steel back. Bracelet has center expansion.
3716W3993.....Ret. $85.00

ELECTRIC 461—Same, white bezel.
3717W3553.....Ret. $59.95

BRIAN-Y Tells day and date automatically! Self-winding, water-resistant*. 21 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back. Bracelet has center, adjustable expansion.
3706W3500.....Ret. $37.50

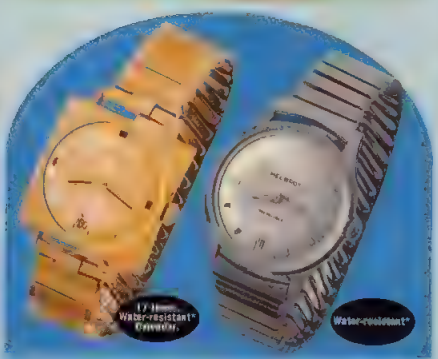
BRIAN-W — Same, chrome-plated top
3707W3193.....Ret. $52.50

TEMPEST-Y — Water-resistant*, self-winding 17 Lifetime Jewels; shock-resistant; unbreakable mainspring. Yellow top; stainless steel back Bracelet has center expansion
3701W2600.....Ret. $47.50

TEMPEST-W—Same, chrome plated top.
3702W2600.....Ret. $42.50

BOULDER-W — Water-resistant* Tells date automatically, 17 Lifetime Jewels; unbreakable mainspring, shock-resistant Chrome-plated top; stainless steel back. Expansion bracelet.
3690W1897.....Ret. $32.50

BOULDER-WB—Same, with black dial
3691W1907.....Ret. $32.50



MASON-Y Water resistant*, calendar. Tells date automatically. 17 Lifetime Jewels; shock-resistant; unbreakable mainspring. Yellow top; stainless steel back Expansion bracelet.
3683W2440.....Ret. $38.75

MASON-W Same, chrome plated top
3684W2167.....Ret. $35.00

SULTAN-W—Water-resistant*; 17 Lifetime Jewels; shock-resistant, unbreakable mainspring. Chrome-plated top, stainless steel back. Expansion bracelet
3700W1747.....Ret. $29.75

SULTAN-Y—Same, yellow top
3699W2040.....Ret. $35.00

SURFER—100% water-resistant* skin-diver Calendar shows date automatically Safe for 600-ft. depth. Self-winding Rotating bezel indicates elapsed time. Luminous dial. Shock-resistant; unbreakable mainspring, 17 Lifetime Jewels. Stainless steel case Weatherproof, black nylon strap
3710W3480.....Ret. $57.50

OCEAN-LORD—Same, in manual wind
3711W3033.....Ret. $47.50

SCOTT-Y — Water-resistant*; calendar "bubble" shows date automatically 21 Lifetime Jewels; shock-resistant; unbreakable mainspring. Yellow top; stainless steel back. Bracelet has center-expansion
3894W2513.....Ret. $42.50

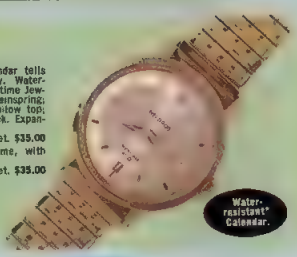
SCOTT-W - Same, chrome-plated top.
3695W2233.....Ret. $37.50

* *Water-resistant provided crystal and crown are intact, case unopened.*

BENNETT BROTHERS, INC.—
YOUR SOURCE FOR EXCELLENT WATCH VALUES!

HELBROS

Helbros Watches are standard bearers of Superior Quality in fine Watches. They are dependable products of enduring beauty. **Helbros Watch Company**



MERRICK-Y—Calendar tells date automatically. Water-resistant*; 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back. Expansion bracelet.
3688W2288.....Ret. $35.00
MERRICK-YS — Same, with black dial.
3689W2289 ....Ret. $35.00

VALIANT-W — Self wind, water-resistant*. 17 Lifetime Jewels, unbreakable mainspring; shock-resistant. Chrome-plated top; stainless steel back. Bracelet has center-expansion.
3704W2293 ....Ret. **$37.50**
VALIANT-Y—Same, yellow top.
3703W2567..... ....Ret. **$42.50**
TRENT Same, all stainless steel
3705W2433..... Ret. **$39.75**

CRUSADER-Y—Automatically tells day and date. Self-winding. Water-resistant*, 17 Lifetime Jewels, unbreakable mainspring; shock-resistant. Yellow top, stainless steel back. Bracelet has center-expansion.
3714W3280.....Ret. **$52.50**
CRUSADER-W — Same, chrome-plated top
3715W2967.....Ret. **$47.50**

DAVEY-Y—Water-resistant*. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top, stainless steel back. Bracelet has center-expansion
3696W2100.....Ret. **$35.00**
DAVEY W—Same, chrome-plated top.
3697W1753 ..... Ret. **$28.75**
CADET-W—Same, all stainless steel.
3609W1900.....Ret. **$32.50**

JAVELIN-W — Self-winding, water-resistant* Calendar tells date automatically. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. Chrome-plated top; stainless steel back. Bracelet has center-expansion.
3713W2400 .....Ret. **$38.75**
JAVELIN-Y—Same, yellow top.
3712W2653.....Ret. **$45.00**

RORY-Y —Water-resistant* 17 Lifetime Jewels; unbreakable mainspring, shock-resistant. Yellow top stainless steel back. Expansion brace et.
3696W2213. ..... .Ret. **$37.50**
RORY-W — Same, chrome-plated top.
3697W1827.....Ret. **$32.50**

SEA-HAWK — Day-and-Date. Self-winding Skin-diver watch, safe to 600-ft. depth. 100% water-resistant*. Rotating bezel indicates elapsed time Blue dial; shock-resistant*; unbreakable mainspring. 17 Lifetime Jewels Center-expansion bracelet. All stainless steel
3718W4147.... .. .... .Ret. **$67.50**

DATER-W—Tells day and date automatically! Water-resistant* 17 Lifetime Jewels, unbreakable mainspring, shock-resistant. Chrome-plated top; stainless steel back. Bracelet has center-expansion
3686W2260. .... Ret. **$37.50**
DATER-Y—Same, yellow top.
3685W2827.....Ret. **$42.50**

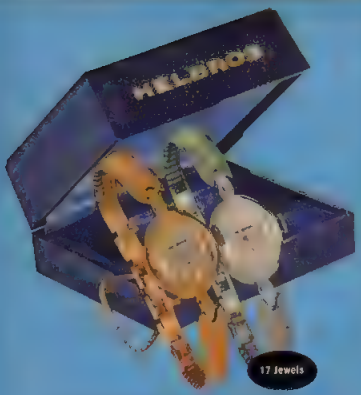
SAXTON-Y — Self-winding; water-resistant*. 21 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back. Bracelet has center-expansion
3708W3060.....Ret **$48.75**
SAXTON-W — Same, chrome-plated top.
3709W2793... ..Ret. **$45.00**

** Water-resistant provided crystal and crown are intact, case unopened.*

BENNETT BROTHERS INC
QUALITY MERCHANDISE – DEPENDABLE SERVICE!

HELBROS

Celebrated collection of award-winning designs for women. Precision, Lifetime-Jewel movements; guaranteed unbreakable mainsprings. Expansion bracelets feature quick-link adjustment.



LAURA-Y Marquise, facet-cut crystal. 17 Lifetime Jewels; unbreakable mainspring, shock-resistant. Yellow top; stainless steel back. Tapered bracelet
3464W2127 Ret $35.00

LAURA-W — Same, white top
3495W2127 Ret. $35.00

Helbros Watches are standard bearers of Superior Quality in fine Watches. They are dependable products of enduring beauty.

Helbros Watch Co.

RADIANT-W—Four 8-faceted diamonds! Petite, marquise. Facet-crystal. 21 Lifetime Jewels; unbreakable mainspring, shock-resistant. White top, stainless steel back. Mesh bracelet.
3669W3793.....Ret. $59.95

RADIANT-Y—Same, yellow top.
3668W3793.....Ret. $59.95

GARLAND-Y—Four 8-faceted diamonds! Marquise shape. 17 Lifetime Jewels. Shock-resistant*; unbreakable mainspring. Yellow bezel; stainless steel back. Tapered bracelet.
3719W2853.....Ret. $47.50

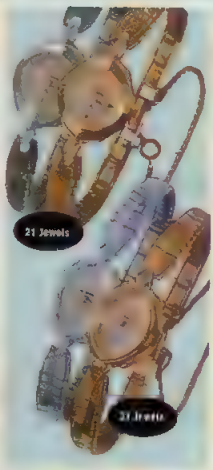
GARLAND-W—Same, white bezel.
3720W2853.....Ret. $47.50

TRUDY-Y—Round; 21 Lifetime Jewels. Yellow bezel; stainless steel back. Full-numeral dial. Shock-resistant*, unbreakable mainspring. Mesh bracelet.
3721W2860.....Ret. $42.50

TRUDY-W—Same, white bezel.
3722W2860.....Ret. $42.50

GRACE-Y—Stylish round, 17 Lifetime Jewels; shock-resistant; unbreakable mainspring. Yellow top; stainless steel back. Full-numeral dial. Expansion bracelet.
3582W1927.....Ret. $32.50

GRACE-W—Same, white top
3583W1927.....Ret. $32.50



SPLENDOR-W—Two 8-faceted diamonds! 21 Lifetime Jewels. Petite long oval. Unbreakable mainspring; shock-resistant. White, florentined top; stainless steel back. Mesh bracelet.
3673W3460.....Ret. $55.00

SPLENDOR-Y—Same, yellow top.
3672W3460.....Ret. $55.00

MELODY-Y—Petite. Long oval. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow, florentined top; stainless steel back. Tapered bracelet.
3680W2383.....Ret. $38.75

MELODY-W—Same, white top.
3681W2383.....Ret. $38.75

SEA-SPRITE-Y — Water-resistant*. Full-figure dial; sweep second-hand. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back Expansion bracelet.
3650W2440.....Ret $38.75

SEA-SPRITE-W — Same, chrome-plated top
3651W2293.....Ret. $37.50

(TOP)

FERN-Y—Round; facet-cut crystal. 21 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back. Tapered bracelet.
3662W2260.....Ret. $37.50

FERN-W—Same, white top.
3663W2260.....Ret. $37.50

(BOTTOM)

AVIS-Y—Marquise with round dial; 21 Lifetime Jewels; shock-resistant; unbreakable mainspring. Yellow top; stainless steel back. Tapered bracelet.
3684W2260.....Ret. $37.50

AVIS-W—Same white top.
3685W2260.....Ret. $37.50

HELBROS

Shock-resistant watches known for their award-winning quality and beauty for over half a century — offering luxury and accuracy at popular prices! All tapered bracelets have center-expansion with spring-ring safety chain.

NATIONALLY-ADVERTISED:

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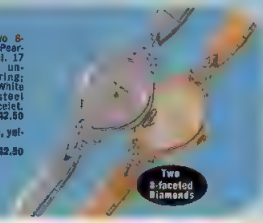
CHARLENE-W — Two 8-faceted diamonds! Pear-shape, Facet-cystal. 17 Lifetime Jewels; unbreakable mainspring; shock-resistant. White top; stainless steel back. Tapered bracelet.
3661W2633 Ret. $42.50

CHARLENE-Y—Same, yellow top.
3660W2633 Ret. $42.50



CATHY-Y Petite, Long-oval; 21 Lifetime Jewels. Shock-resistant; unbreakable mainspring. Yellow top; stainless steel back. Tapered bracelet
3670W2680 Ret. $42.50

CATHY-W Same, white top.
3671W2680 Ret. $42.50

(TOP)
AILEEN-Y — Juniorette Special! Facet-cut crystal 7 Lifetime Jewels; unbreakable mainspring; shock-resistant. Yellow top; stainless steel back. Tapered bracelet.
3652W1709.....Ret. $28.75

AILEEN-W—Same, white top.
3653W1709.....Ret. $28.75

NANCY-Y—Oval with bevel-top design. 17 Lifetime Jewels; shock-resistant*; unbreakable mainspring. Yellow bezel, stainless steel back. Expansion bracelet.
3723W1880.....Ret. $29.75

NANCY-W Same, white bezel.
3724W1880.....Ret. $29.75

LOUISA-Y—Petite marquise. 17 Lifetime Jewels; shock-resistant*, unbreakable mainspring. Yellow bezel; stainless steel back. Tapered bracelet.
3725W2367.....Ret. $39.75

LOUISA-W—Same, white bezel
3726W2367 . . . . Ret. $39.75

SHELLEY-Y—Petite oval 17 Lifetime Jewels; shock-resistant*; unbreakable mainspring. Yellow bezel; stainless steel back. Tapered bracelet with black corfam insert.
3727W2513 . . . . . Ret. $42.50
SHELLEY-W—Same, white bezel.
3728W2513. . . . . Ret. $42.50

(BOTTOM)
JUNIOR-W — Teenage special! 7 Lifetime Jewels, unbreakable mainspring, shock-resistant Chrome-plated top stainless steel back. Matching expansion bracelet.
3648W1367 . . . . Ret $24.75

JUNIOR-WB—Same, with black dial.
3682W1367.....Ret. $24.75

LISA-Y Petite, marquise 17 Lifetime Jewels; unbreakable mainspring, shock-resistant Yellow top, stainless steel back Mesh bracelet
3678W2593.... . . Ret $42.50

LISA-W—Same, white top.
3679W2593. . . . . Ret. $42.50

BILOA-Y—Oval with florentine etching. Facet-cut crystal 17 Lifetime Jewels, unbreakable mainspring shock-resistant. Yellow top, stainless steel back. Tapered bracelet.
3658W2127 .... Ret $35.00

BILOA-W—Same, white top.
3659W2127 . . . . . Ret. $35.00

PENNY-Y—Marquise with round dial. Yellow top, stainless steel back. 21 Lifetime Jewels; shock-resistant, unbreakable mainspring. Tapered bracelet
3635W2567 . . . . . Ret. $42.50

PENNY-W—Same, white top.
3636W2567. . . . . Ret. $42.50

Auto-Cal Convoy "23" Y: 14K gold case, 25 jewel, self-winding calendar watch. Luminous hands and hour dots. 10K gold-filled expansion band. Water-resistant.* INCABLOC shock resistant †
04A-12015 Retail $180.00 Only **$89.95**

Electrodyne W: All electric, water-resistant* calendar watch in stainless steel case Battery powered movement needs no winding! Operates for one year on single power cell. Luminous dial; sweep second hand. Steel expansion band
04A-12023 Ret. 90.00 Only **$45.00**

Electrodyne Y: Above, in yellow.
04A-12031 Ret. 94.00 Only **$47.50**

Date-Count W: Complete time center. Tells day and date. Water-resistant* steel case and expansion band 17 jewels.
04A-12058 Ret. 70.00 Only **$35.85**

Date-Count Y: Above, in yellow.
04A-12066 Ret. 75.00 Only **$37.85**

*These watches are water-resistant in accordance with the F.T.C. standards. They are manufactured to withstand water pressure to 50 lbs. P.S.I. as long as case, crystal and crown remain intact. Watch should be checked periodically

†These watches are shock resistant as defined by the F.T.C. standards. They are manufactured to withstand shock equal to a drop of 3 feet to a hardwood surface without substantial adverse effects

Cal. Sentry Y: Tells date and time. Yellow top case, steel back. Exp band. 17 jewels.
04A-12080 Ret. 54.00 Only **$25.95**

Cal. Sentry YC: Above, yellow dial
04A-12104 Ret. 54.00 Only **$25.95**

Cal. Sentry W: Above, white case and white dial.
04A-12074 Ret. 45.00 Only **$22.95**

Cal. Sentry WB: Above, white case, with black dial
04A-12082 Ret. 45.00 Only **$22.95**

Diver Dan: Water-resistant* calendar watch. Luminous markers indicates elapsed time of dive. Luminous hands and dots. 17 jewels. INCABLOC. Stainless steel case
04A-12112 Retail $55.00 Only **$26.80**

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• Shock Resistance† • Unbreakable Mainspring

Calendar Trooper W: 17 jewel date and day calendar watch with chrome top and stainless steel back White dial features luminous hands and dots: full sweep second hand. Stainless steel combination expansion band
04A-12120 Ret. $55.00 Only **$26.85**

Cal. Trooper Y: As above, yellow.
04A-12139 Ret. $59.00 Only **$28.85**

Auto-Cal Courier W: Newest self-winding calendar watch. Crown controls time and date setting with two pull positions: No winding to set date White top case. Luminous hands, dots. Stainless steel expansion band. INCABLOC shock resistant.† Water-resistant* 17 jewels
04A-12147 Ret. $60.00 Only **$29.90**
Auto-Cal Courier Y: In yellow.
04A-12155 Ret. $64.00 Only **$31.90**

Sir Michael Y: 17-jewel watch with arabic numerals on white dial Yellow florentined top case, stainless back Gold-filled mesh band with Corfam® inserts. INCABLOC shock resistant.† Continental styling in the modern mode.
04A-12163 Ret. $65.00 Only **$32.75**

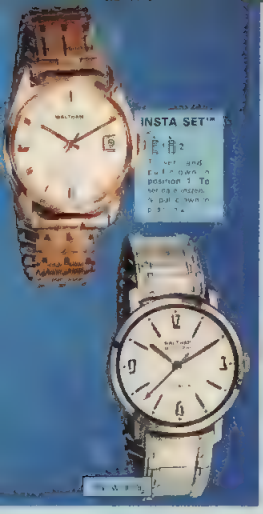
Sir Michael YC: As above, with champagne color dial
04A-12171 Ret. $65.00 Only **$32.75**

Sea Chase W: For dress or sports Water-resistant* white top case with stainless steel back. Full luminous dial has sweep second hand Matching expansion band. 17-jewel movement.
04A-12198 Ret. $40.00 Only **$19.95**

Sea Chase Y: Above, in yellow.
04A-12201 Ret. $44.00 Only **$22.85**

Watch movements made expressly for Waltham in Switzerland, France, and U.S. Territories

Average Shp. Wt. 1 lb. each



Auto-Cal Captain W: Handsome self-winding calendar water-resistant* white top case, steel back. Luminous hands, hour dots. Steel expansion band. INCABLOC shock resistant† 17-jewel movement.
04A-12309 Ret. $60.00 Only **$29.50**

Auto-Cal Captain Y: Above in yellow.
04A-12317 Ret. $62.00 Only **$31.90**

Auto Tempest W: Very dependable self-winding, water-resistant* watch with white dial and luminous hands, dots. White top case, steel back. Sweep second hand. Stainless steel expansion band. 17 jewels.
04A-12287 Ret. $50.00. Only **$25.95**

Auto Tempest Y: Above, in yellow.
04A-12285 Ret. $54.00... Only **$26.95**

Auto Waltham "100" W: Rugged 100-jewel, self-winding calendar watch. Stainless steel water-resistant* case. Luminous hands and hour dots. Sweep-second hand. Stainless steel mesh band with adjustable, slide-through buckle.
04A-10020 Ret. $140.00 Only **$69.50**

Auto Waltham "100" Y: Above in yellow.
04A-10012 Ret $150.00 Only **$75.95**

Auto Waltham "100" YC: Above in yellow with champagne dial
04A-10004 Ret $150.00 Only **$75.95**

Date Maximum "25" W: 25-jewel self-winding watch. Shows day and date. Stainless steel water-resistant* case with stainless steel back. Luminous hands and hour dots. Gold-filled tapered band with slide-thru' buckle. INCABLOC
04A-12239 Ret. 80.00 Only **$39.95**
Date Maximum "25" Y: Above in yellow.
04A-12229 Ret. 85.00 Only **$42.95**

Calendar Atlas YB: Tells day and date. Black dial with luminous hands, dots. Sweep-second hand. Gold-filled expansion band. INCABLOC shock resistant.† 17-jewel movement
04A-12244 Ret 60.00 Only **$29.90**
Calendar Atlas YC: Above with champagne dial
04A-12252 Ret 60.00 Only **$29.90**

Calendar Jordan W: Man's steel calendar watch with white dial and luminous hands, dots. Sweep-second hand. Gold-filled expansion band. INCABLOC shock resistant.† 17 jewels
04A-12260 Ret. 50.00 Only **$25.90**
Cal. Jordan Y: Above, yellow
04A-12279 Ret. 52.00..Only **$28.90**

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•Shock Resistance† •Unbreakable Mainspring

Lord Roger Y: Distinguished yellow dress watch. Stainless back. Gold-filled expansion band. 17-jewel movement
04A-12325 Ret. $55.00 Only **$26.75**

Lord Roger YB: Above, black dial.
04A-12333 Ret. $55.00 Only **$26.75**

Sea Rover W: Water-resistant* watch with stainless steel case. Luminous hands, dots. Stainless steel expansion band. INCABLOC shock resistant.† 17 jewels
04A-12341 Ret. $44.00 Only **$22.95**

Sea Rover Y: Above in yellow.
04A-12388 Ret. $48.00 Only **$24.50**

Marine Diver W: Great for all sports. Self-winding, water-resistant* calendar watch in stainless steel case. Waterproof black plastic strap. INCABLOC shock resistant.† 17-jewel movement
04A-12378 Ret. $72.00 Only **$36.90**

Average Shp. Wt. 1 lb. each.

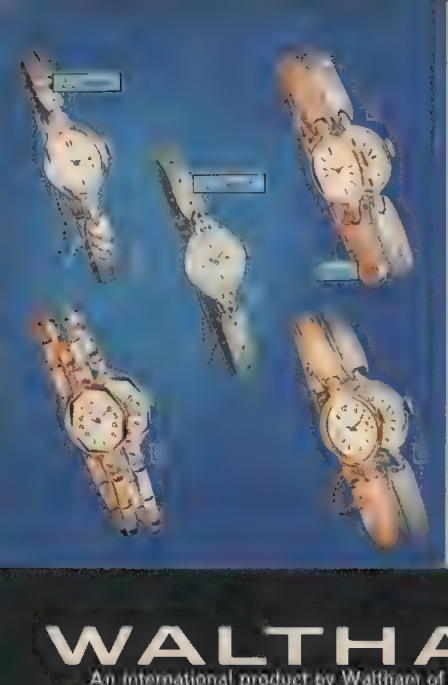
Transportation W: Classic white pocket watch with stainless steel back and small second hand. Leather fob. 17 jewels. Perfect for mechanics, drivers, all who can't wear wristwatches.
04A-12384 Ret. $50.00 Only **$25.70**

Transportation Y: Above in yellow.
04A-12392 Ret. $66.00. Only **$33.25**

*These watches are water resistant in accordance with the FTC standards. They are manufactured to withstand water pressure to 50 lbs. P.S.I. as long as case, crystal and crown remain intact. Watch should be checked periodically.

†These watches are shock resistant as defined by the FTC standards. They are manufactured to withstand shock equal to a drop of 3 feet to a hardwood surface without substantial adverse effects.

Watch movements made expressly for Waltham in Switzerland and U.S. Territories.



[A] **Diamond Promenade W:** To be cherished forever. 2 diamonds. White top case, wide gold-filled bracelet, safety chain and clasp. 17 jewels.
04A-12406 Ret. 55.95 Only **$27.90**
Dia. Promenade Y: Above, yellow
04A-12414 Ret. 55.95 Only **$27.90**

[B] **Lady Julia Y:** A style leader. Petite yellow top case, stainless steel back. 10K gold filled wide bracelet with safety chain and clasp. 17-jewel movement.
04A-12422 Ret. 55.95 Only **$27.95**
Lady Julia W: Above, white
04A-12430 Ret. 55.95 Only **$27.95**

[C] **Diamond Debbie W:** Regal 12-diamond watch in white, with stainless steel back. Gold filled bracelet has safety chain and clasp. Faceted crystal. 17 jewels.
04A-12449 Ret. 139.95 Only **$89.90**

[D] **Katherina Y:** Graceful yellow top case, stainless back. Gold-filled expansion bracelet. 17-jewel movement.
04A-12457 Ret. 42.95 Only **$21.90**
Katherina W: Above, white
04A-12465 Ret. 42.95 Only **$21.90**

[E] **Golden Helene Y:** Lovely 17-jewel watch in florentined 14K gold case. Faceted crystal. Gold-filled wide bracelet with safety chain and clasp.
04A-12473 Ret. 64.95 Only **$32.90**
Golden Helene W: Above, white.
04A-12481 Ret. 64.95 Only **$32.90**

†These watches are shock resistant as defined by the F.T.C. standards. They are manufactured to withstand shock equal to a drop of 3 feet to a hardwood surface without substantial adverse effects.

[F] **Miss Diane Y:** Graceful beauty. Yellow top case, stainless steel back. Gold-filled bracelet has safety chain, clasp. 17 jewels.
04A-12503 Retail $44.95. Only **$22.90**
Miss Diane W: As above, in white.
04A-12511 Retail $44.95. Only **$22.90**
[G] **Golden Elaine Y:** Dainty and petite 14K yellow gold case. Gold-filled wide bracelet with safety clasp and chain. 17 jewels.
04A-12538 Retail $84.95. Only **$42.50**
Golden Elaine W: As above, in white.
04A-12546 Retail $84.95. Only **$42.50**
[H] **Diamond Morocco W:** Splendor of 4 diamonds. White top case, stainless back. Gold-filled wide bracelet. 17 jewels.
04A-12554 Retail $79.95. Only **$39.90**
Dia. Morocco Y: As above, yellow.
04A-12805 Retail $79.95. Only **$39.90**

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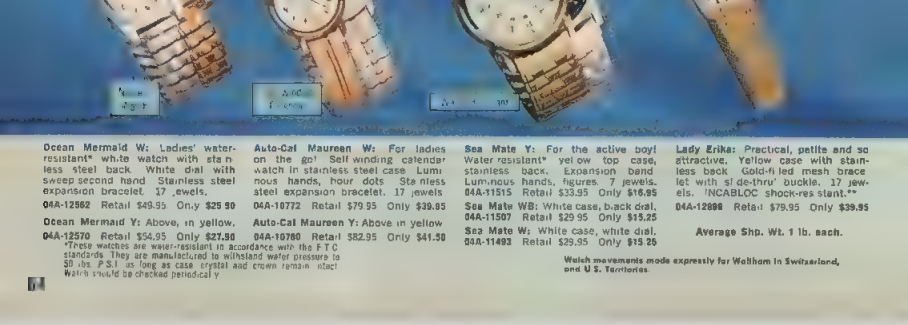

Ocean Mermaid W: Ladies' water-resistant* white watch with stainless steel back. White dial with sweep second hand. Stainless steel expansion bracelet. 17 jewels.
04A-12562 Retail $49.95. Only **$25.90**

Ocean Mermaid Y: Above, in yellow.
04A-12570 Retail $54.95. Only **$27.90**
*These watches are water-resistant in accordance with the F.T.C. standards. They are manufactured to withstand water pressure to 50 lbs. P.S.I. as long as case, crystal and crown remain intact. Watch should be checked periodically.

Auto-Cal Maureen W: For ladies on the go! Self winding calendar watch in stainless steel case. Luminous hands, hour dots. Stainless steel expansion bracelet. 17 jewels.
04A-10772 Retail $79.95. Only **$39.85**

Auto-Cal Maureen Y: Above in yellow
04A-10780 Retail $82.95. Only **$41.50**

Sea Mate Y: For the active boy! Water resistant* yellow top case, stainless back. Expansion band. Luminous hands, figures. 7 jewels.
04A-11515 Retail $33.95. Only **$16.95**

Sea Mate WB: White case, black dial.
04A-11507 Retail $29.95. Only **$13.25**

Sea Mate W: White case, white dial.
04A-11493 Retail $29.95. Only **$13.25**

Lady Erika: Practical, petite and so attractive. Yellow case with stainless back. Gold-filled mesh bracelet with slide-thru' buckle. 17 jewels. †INCABLOC shock-resistant.**
04A-12696 Retail $79.95. Only **$39.95**

Average Shp. Wt. 1 lb. each.

Watch movements made expressly for Waltham in Switzerland, and U.S. Territories.

A Golden Donna Y: Petite 14K yellow gold case. Gold-filled wide bracelet with safety chain and clasp. 17 jewels.
04A-12686 Ret. $92.95 .....Only **$46.50**
Golden Donna W: As above, in white.
04A-12821 Ret. $92.95 .....Only **$46.50**

B Noreen Y: Bright new style. Yellow top case, stainless steel back. Wide bracelet. 17 jewels.
04A-12684 Ret. $44.95 .....Only **$22.90**
Noreen W: Above, in white.
04A-12708 Ret. $44.95 .....Only **$22.90**

C Marlana Y: Classic yellow top case, stainless back. Gold-filled expansion bracelet. Faceted crystal. 17 jewels.
04A-12718 Ret. $39.95 .....Only **$19.85**
Marlana W: As above, in white.
04A-12724 Ret. $39.95 .....Only **$19.85**

D Golden Diane Y: Petite 14K gold case. Gold-filled wide bracelet has safety chain and clasp. 17-jewel movement.
04A-12580 Ret. 96.49..Only **$48.50**
Gold Diane W: Above, in white.
04A-12987 Ret. 96.49 Only **$48.50**

E Miss Sonata Y: Ultra-petite yellow top case, stainless steel back. Wide bracelet, 17 jewels.
04A-12600 Ret. 52.95 Only **$26.50**
Miss Sonata W: Above, in white.
04A-12813 Ret. 52.95. Only **$26.50**

F Diamond Barbara W: 6 sparkling diamonds. White top case, stainless back. Gold-filled white mesh bracelet with safety chain and clasp. 17 jewel movement.
04A-12819 Ret. 92.95 Only **$46.50**
Dia. Barbara Y: Above, yellow.
04A-12827 Ret. 92.95 Only **$46.50**

G Lady Andria Y: Dainty yellow case with smart engraving on top. Stainless steel back. Wide bracelet with safety chain and clasp. 17 jewels.
04A-12635 Ret. 54.50 Only **$27.90**
Lady Andria W: Above, in white.
04A-12643 Ret. 54.50. Only **$27.90**

H Diamond Mary W. Superb 2-diamond watch with white top and stainless steel back. Gold-filled expansion band. 17 jewel movement.
04A-12651 Ret. 49.95..Only **$25.70**
Dia. Mary Y: Above, in yellow.
04A-12676. Ret. 49.95 Only **$25.70**

†These watches are shock resistant as defined by the F.T.C. standards. They are manufactured to withstand shock equal to a drop of 3 feet to a hardwood surface without substantial adverse effects.

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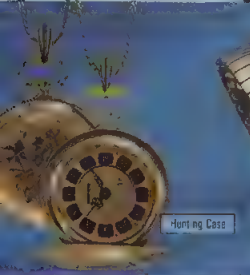

Huntress Y: Antique style pendant watch with exquisite antiqued roman dial and yellow chain. 17-jewel movement.
04A-12732 Ret. $48.95 Only **$24.50**

*These watches are water-resistant in accordance with the F.T.C. standards. They are manufactured to withstand water pressure to 50 lbs. P.S.I. as long as case, crystal and crown remain in fact. Watch should be checked periodically.

Sea Sprite W: Ladies' white water resistant* watch with stainless steel back. Luminous hands, dots. Sweep-second hand. Stainless steel expansion bracelet. 17 jewel movement.
04A-12740 Ret. $48.50 Only $24.45
Sea Romance Y: Above, in yellow.
04A-12759. Ret. $49.95 Only **$25.90**

Average Shp. Wt. 1 lb. each

Auto-Cal Virginia W: Ladies' water-resistant*, self-winding calendar watch in stainless steel case. Luminous hands, hour dots. Black alligator leather strap. 17 jewels
04A-12787 Ret. $79.95. Only **$39.95**
Auto-Cal Virginia Y: Above, yellow
04A-12775 Ret. $79.95 Only **$39.95**

Nurse Lauren W: Nurses' white water-resistant* watch with stainless steel back. Gold-filled wide bracelet has safety chain and clasp. 17-jewel movement.
04A-12783 Ret. $54.95 Only **$27.90**
Nurse Lauren Y: Above, yellow.
04A-12791 Ret. $54.95 ..Only **$27.90**

Watch movements made expressly for Waltham in Switzerland and U.S. Territories.

A pull of the power T-stick sends Kenner SSP dragsters racing over 80-feet at 400 scale mph! Cars jump up to 4 ft. You get 2 SSP assorted plastic racers, hooks, 2 launch pads, 2 adjustable jump ramps, flying finish gate, drag snag chute.
85 Y 8324—Wt 1 lb. 11 oz. 9.97

Eldon's Mach I

4.97

Authentically-styled 1/24th scale Hand control, 6-ft cable for forward, reverse, right, left 7" long plastic car Uses 1 "C" battery
85 Y 8330. . 4.97
Wt. 1 lb. 7 oz.
"C" Batt. 13 oz.
847Y6375—6/1.00

Minisport

Super Highway and Road Race

8.87

Run 6 cars uphill, 'round figure 8. 2 remote controls, 6 plastic cars. Use 4 "D" batt 18x 11" track
85 Y 8322 . . 8.87
Wt. 1 lb 15 oz.
"D" Batt. Shp. Wt 1 lb. 11 oz.
847Y6390—6/1.00

NEW!

Exciting!

DUNE BUGGY RACERS

ELDON®

1/32 Scale
Over-Under
Figure 8

16.96

FAST is the action as Eldon's Dyna-Mite®-powered Ferrari P3 and Porsche battle it out on 2x4-ft. over-under figure 8 track. Mail. 115V, AC. 85 Y 8327—5 lb. 12 oz. 16.96

Thrills and Excitement...

Only 24.94

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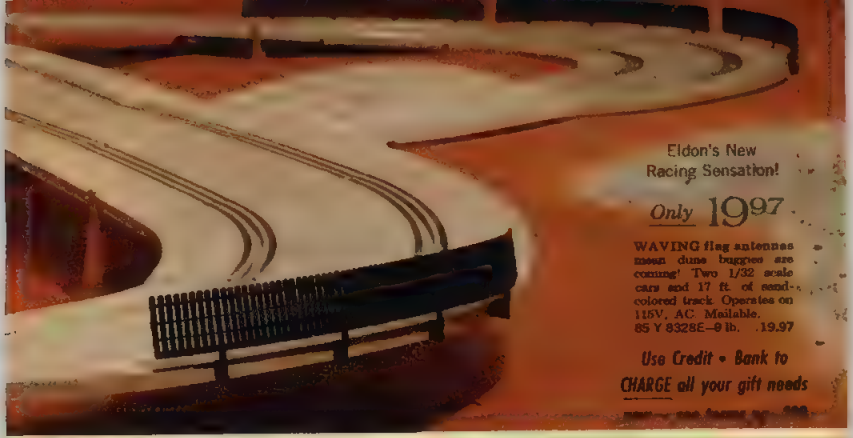

Eldon's New
Racing Sensation!

Only 19.97

WAVING flag antennas mean dune buggies are coming! Two 1/32 scale cars and 17 ft. of sand-colored track. Operates on 115V, AC. Mailable.
85 Y 8328E—9 lb. .19.97

Use Credit • Bank to
CHARGE all your gift needs

Triple-Level Figure 8
—the Action HO Track
by Aurora!

19.97

EXCITEMENT grows as HO Mako Shark and Ford GT flash around dizzying curves and steep hills! 4½x2½-ft. layout. Mail. Operates on 115V, AC.
85 Y 8325E—9 lb....19.97

AURORA
HO

Aurora's Biggest, Best, HO Set

BIG ONE! Over 20 feet of HO racing thrills packed into a 6½x2¾-ft. layout. Cobra GT and Dino Ferrari compete on turns, hills . . . even a banked Monza curve! 115V, AC.
85 Y 8326E—Ship. wt. 10 lb. Mail.....24.94

New!

REMCO

Speedrail Set

Train of Tomorrow

low as 19.92

2 passenger cars, observation car, power pack, tunnel, 10-pc. track, supports. 115V.
85 Y 8347E—18x45-in. . . 19.92
Ship. wt. 6 lb. Mail.
As above, 20 pc. track, passenger station.
85 Y 8346E—6 lb. Mail. 29.92

Strombecker CAN-AM RACE SET

28.82

Here's what you get: Two 30° banked curves, 2 lane changing tracks, 2 cars, plug-in controllers w/brakes, starting track w/plug-in terminals, and fence. 12 volt system with 115V, AC power pack.
85 Y 8368E—Wt. 13 lb. Mail. 28.82

1/32 Scale Racing Cars . . . Roar Down 24 Feet of Track . . . Exciting "S" Curves, Banked Monza Turns!

135 hp.

Nobody else even comes close.

This new 6-cylinder, top-of-the-line Mercury for '70 is far and away the world's most advanced outboard.

It has Mercury's exclusive Direct Charging—the revolutionary new induction system design for more efficient engine "breathing."

Coupled with Mercury's exclusive Breakerless Thunderbolt ignition, Direct Charging produces more complete combustion for more hp per cubic inch. Result: the new Merc 1350 delivers its 135 hp in a space no larger than last year's 125-hp Merc.

Add Mercury's Perma-Gap spark plugs (yes, another exclusive) to this. A new super-tough alloy for the center electrode resists spark erosion. You may never need to change spark plugs because, under normal conditions, Perma-Gap plugs will last the lifetime of the engine.

Our new Merc 1350 gives you the most hp per cubic inch of any standard production outboard. The most hp per pound. The most hp per dollar. The most quiet miles per hour. And the most dependability.

See your Mercury dealer.

(Mercury 6-cylinder engines—135 hp and 115 hp—are offered in both long and short shafts to accommodate boaters who wish to repower older boats having 15 inch transoms.)

FIRST IN MARINE PROPULSION

MERCURY
OUTBOARDS

Complete range of power: 4, 7½, 9.8, 20, 40, 50, 65, 80, 115, 135 HP.
For nearest Mercury Dealer see the Yellow Pages under "Outboard Motors."
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ROYAL

FULLY-ELECTRIC PORTABLE WITH EXTRA-WIDE CARRIAGE

- Electric Carriage Return
- Fully-Electric Tabulator
- Four Repeat Characters (.) (x) (-) (—)
- Space Bar Repeat
- Two-Position Paper Bail
- Magic® Margin Controls

The Royal Custom Electric is the finest most versatile electric ever designed for professional work at home. Fully electric with an automatic carriage return that operates right from the keyboard More typing features than many office machines Four electric repeat characters. Repeat space bar. Full-size, 88 character keyboard. Magic Margins Fully-electric tabulator, shift, backspacer and ribbon feed Extra-wide 11¾" carriage Many other Royal exclusive features Pica or Elite type **Nutmeg with Fawn color** Ship wt 35 lbs

971N15020—**Custom Electric Typewriter, Pica type** ..... Sugg. Retail $199.95

972N15020—As above but **Elite type** Sugg. Retail $199.95

Office electric luxury for

CUSTOM ELECTRIC

This is Pica Type.
This is Elite Type.

Royal Consumer Products, a division of Litton Business Systems, Inc., guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts ribbons or parts damaged by accident or misuse) within five years of purchase No labor charge within first 90 days. Guarantee covers only the original purchaser Electric motors of Jetstar and All-Electric models are guaranteed for one year

NOTICE
Royal **CUSTOM** Typewriters are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order.

ROYAL ELECTRIC

- Electric carriage return
- Full-size, 88-character keyboard
- Four repeat characters (.) (x) (-) (—)
- Repeat forward spacing
- Variable impression control for carbons

Quality-built Royal electric portable

offers office electric features in a truly compact size. Full-width tab bar, pre-set for convenience. Two-color ribbon and stencil cutter. 14" x 13⅜" x 4½" high. Shipping weight 27 lbs. Carrying case included. Two-tone Off-White and Charcoal.

965N12480—**ALL ELECTRIC TYPEWRITER. Pica Type only.** Sugg. Retail $159.50

ROYAL JETSTAR™

Office electric features

- **Extra-wide 11¾" carriage**
- Electric carriage return
- Four repeat characters (.) (x) (-) (—)
- Repeat forward spacing
- On-Off and ribbon color indicator lights
- Magic® Margin controls

Home-size electric with the features of an office machine offers choice of Pica or Elite type styles. 16⅛" x 15¾" x 6¾" high. Detachable 8 ft. power cord. Plastic dust cover included. Carrying case optional. Shipping weight 35 lbs.

	Sugg. Retail
973N14820—Jetstar Typewriter. Pica type	**$199.95**
974N14820—As above but Elite type	**$199.95**

5 YEARS GUARANTEED

Oyster White and Black

- Full-size, 88-character keyboard
- Fast action tabulator, pre-set for convenience
- Touch control
- Touch Set margin controls
- Two-color ribbon and stencil control

Handsome, compact portable comes complete with its own "console" carrying cover, features quality construction. Pica or Elite type. Shipping weight 12½ lbs. Two-tone Blue and Gray.

	Sugg. Retail
969N4416—Sprite Typewriter. Pica type	**$59.95**
970N4416—As above but Elite type	**$59.95**

- Office-size, 84-character keyboard
- Touch-Set margin controls
- Calibrated paper bail
- Rugged, all-metal construction

Economy portable comes with your choice of Pica or Elite type styles. Convenient "console" carrying cover included. Shipping weight 11 lbs. Attractive smooth gray finish.

	Sugg. Retail
967N3456—Signet Typewriter. Pica type	**$49.95**
968N3456—As above but Elite type	**$49.95**

- Adds, subtracts, multiplies, provides direct credit balance
- Totals up to 9,999,999.99
- All controls on keyboard for one-hand operation
- Non-add key for dates, invoice numbers
- Prints totals, sub-totals and credit balance in red for easy identification
- Extra large print work

Whiz through a column of figures in no time with this lightning-response, all-electric adder. It's ideal for housewives, businessmen, clubwomen, attorneys . . . for anyone who figures. All-metal frame and segment. Transparent paper shield, easy-change paper roll, 5½" high. Detachable 8 ft. cord. Two-tone Black and Tahitian Beige. Shipping weight 12 lbs. Carrying case available

	Sugg. Retail
923N8400—Electric Adding Machine with Credit Balance	**$119.95**

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

SMITH-CORONA®

Galaxie® Deluxe

Metallic Blue

Charcoal Grey

Metallic Green

Trimline™ Carrying Case Matches Your Airplane Luggage

FEATURES BIG MACHINE EFFICIENCY, CHANGEABLE™ TYPE, TIME SAVING POWER SPACE. Sturdy construction for heavy duty performance, yet styled and priced for the student and general home use. The Galaxie® has all the most wanted features including full length tabulator that key sets and clears, three position ribbon selector, touch selector, a Page Gage™ and Quick-Set™ margins. You will be proud to own a Smith-Corona Galaxie® Deluxe. Pica or Elite Shipping Weight 21 lbs.

Metallic Blue, Charcoal Grey or Metallic Green. Specify color.
861N9352-Galaxie Deluxe Typewriter. Pica type. Sugg. Retail $116.50
873N9352-Galaxie Deluxe Typewriter. Elite type. Sugg. Retail $116.50

SPECIAL OFFER $3.95

10-Day Touch Typing Course with purchase of any Smith-Corona Portable Typewriter. 5 Columbia records, easel type illustrated instruction book

POWER SPACING. Touch the button and your carriage moves with "electric-like" action, smoothly, precisely to any point on your writing line. Perfect for forms, applications, invoices, etc

FEATURES CHANGEABLE TYPE™

Special type bar [illegible] for optional Changeable Type™ Over 50 symbols and accents can be added

Super Sterling®

Corsair™ Deluxe

FEEL THE SMOOTH ACTION, SEE THE PRECISION RESPONSE OF THIS BASIC SMITH-CORONA PORTABLE. Sleek low profile design to go with this rugged steel construction. 88 character keyboard has full length tabulator key sets and clears, a personal touch selector and three position ribbon selector. Complete with Page Gage™, line indicator, removable platen and Quick-Set™ margins. A handsome traveler. Pica or Elite. Shpg. Wt. 20 lbs

Starmist Blue, Oasis Green or Charcoal Grey.
908N7589-Super Sterling Typewriter. Pica type. Specify color . . . . . Sugg. Retail $107.50
909N7589-Elite type. Specify color . . . . . Sugg. Retail $107.50

SETS THE STANDARD OF DEPENDABILITY. 84 character keyboard, Pre-Set™ tabulator, 3-position ribbon selector, retractable paper support Space bar for half spacing Pica or Elite. Shpg. Wt. 12 lbs

Available in Blue or White
854N3929-Corsair Deluxe Typewriter. Pica Specify color Sugg. Retail $56.50
871N3929-Corsair Deluxe Typewriter. Elite Sugg. Retail $56.50

5 YEAR GUARANTEE

SCM warrants each new Smith-Corona Portable Typewriter and Electric Adding Machine to be free from defects in material or workmanship. For a period of five years from date of purchase by retail customer SCM will replace any part which proves defective with no charge for shipping and the usual charge for labor. There will be no charge for labor during the first 90 days after purchase. This warranty does not apply (1) to replacement of motor energy cell, charger carrying case or rubber parts after 90 days from original purchase or (2) to damage resulting from accident, neglect or misuse

Please Specify Choice of Color

Portables and Adding Machines

Coronet™ Electric

Slate Grey | Spring Green | All Metal Vinyl Carrying Case

THE FIRST PORTABLE ELECTRIC TYPEWRITER! Touch the keys and electricity does the work. American-made with 88 character office-sized keyboard, electric shift keys. Time-saving electric repeat actions, dashes, dots, underlines, and "X's." High speed spacing at fingertip command. Full-length tabulator, key sets and clears. Quick-Set™ visible margins and Page Gage™. Exclusive Copy Set dial, variable line spacing, retractable paper support arms. Easily removable platen. Trim-line all steel carrying case. Pica or Elite. Shipping Weight 27 lbs.

Slate Grey, Spring Green or Starmist Blue.
870N11768-Coronet Electric Typewriter. Pica type. Specify color. Sugg. Ret. $149.50
874N11768-Coronet Electric Typewriter. Elite type. Specify color. Sugg. Ret. $149.50

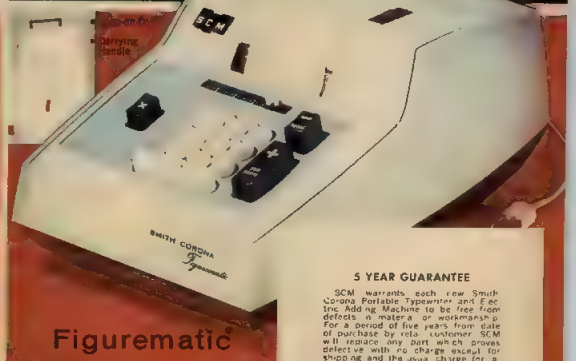
Starmist Blue

***NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

Coronet™ Automatic

A TOTALLY ELECTRIC PORTABLE THAT FEATURES AUTOMATIC ELECTRIC CARRIAGE RETURN. All steel construction and unsurpassed dependability. Standard American keyboard with 88 characters. It has electric shift, automatic electric repeat action, dashes, dots, underlines and "X's." The full length tabulator key sets and clears. Copy Set dial adjusts for the number of carbons you need. Page Gage™ shows you the fourth margin, visible margin stops and personal touch selector. Pica or Elite. Wt. 27 lbs.

Slate Grey, Starmist Blue or Spring Green
957N14597-Coronet Automatic Typewriter. Pica type. Specify color — Sugg. Retail $194.95
958N14597-Coronet Automatic Typewriter. Elite type. Specify color — Sugg. Retail $194.95



Figuramatic®

LIGHTWEIGHT ALL-ELECTRIC ADDING MACHINE FOR HOME, STUDENT OR PROFESSIONAL USE. Easy-to-learn, dependable adding machine 8-lb. electric brain does your adding, subtracting, multiplying automatically! Simplified keyboard is easy to use . . . has sensitive key response. Goes wherever you go—tuck in the cord, snap-on the cover, pull out the retractable case handle. Easy-to-read clearly printed tape; cartridge ribbon. Lists 7 columns ($99,999.99) and totals 8 ($999,999.99). 9x13x7". 10 lbs.

858N6468—Figuramatic Electric Adding Machine . . . . . Sugg. Retail $86.50

5 YEAR GUARANTEE

SCM warrants each new Smith Corona Portable Typewriter and Electric Adding Machine to be free from defects in material or workmanship. For a period of five years from date of purchase by retail customer SCM will replace any part which proves defective with no charge except for shipping and handling charge for labor during the first 90 days after purchase. This warranty does not apply to replacement of motor, energy cell, charger, carrying case or rubber parts after 90 days from original retail purchase or to, or to damage resulting from accident, neglect or misuse.

REMINGTON®

★ 711 OFFICE COMPACT ELECTRIC

★ Cushioned ELECTRIC Carriage Return
Swift, Sure, Silent
★ Feather Light Touch 44 Key, 88-Character Keyboard
★ Six Electric Repeat Actions
★ Visible Switch (lights at "on" position)

This is Pica

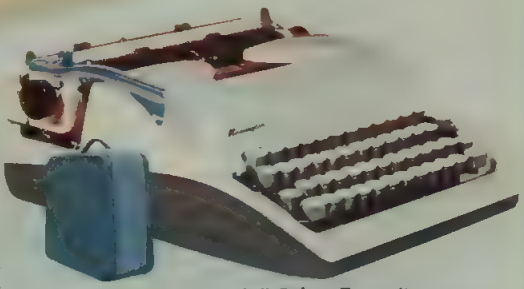
This is Elite

This is *Script*

Engineered elegance in a fully automatic, ruggedly reliable, compact office electric typewriter. Tough, tempered carbon steel working parts housed in a virtually indestructible shell. Where quality is the watchword and performance the result. Ultramodern styling in attractive White Sand with Tanglewood Blue trim. Comfortably contoured keys accent a responsive office electric keyboard. Six electric repeat actions for non-stop typing. Adjustable touch from a ten-position selector, another ten-position control regulates typing speed and number of readable carbons. Fully automatic pushbutton electric tabulation. Two-color ribbon with three-position (black-red-stencil) control. 11" Paper capacity. Pica or Elite type Ship. wt. 28 lbs.

981N16218 Electric Typewriter (711)
Pica Type Sugg. Retail $249.50

982N16218—As above but Elite type.
Sugg. Retail $249.50



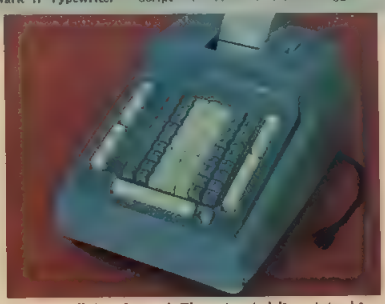
Remington Mark II Deluxe Typewriter

Remington Mark II . . . Deluxe Manual Portable with office machine quality. **Superb craftsmanship throughout** this full featured machine. Smart, beautiful styling . . . A magical touch so smooth, rapid and responsive it actually rivals expensive office machines. Full-size 88 character office typewriter Keyboard; Key-set tabulation; Automatic paper feed; Crossover Linkage separates letters that often jam other portables' Two-color ribbon and stencil control. Plated steel levers and sub-levers. Complete with stunning luggage-type carrying case. Attractive two-tone Imperial Gray color. Ship. wt. 35 lbs. **Choice of Pica, Elite or Script Type.**

886N8040—Mark II Typewriter....Pica ..... Sugg. Retail $125.00
887N8040—Mark II Typewriter....Elite ..... Sugg. Retail 125.00
888N8040—Mark II Typewriter Script . . . . . Sugg. Retail 125.00

Electric Adding Machine

928N10588—Model 102, durable and reliable, fully electric adding machine. 115 Volts AC-DC. Ten key keyboard featuring repeat multiplication, credit balance, jump totals, with two color ribbon for fast and easy identification of totals Also has add bar, subtract bar, subtotal repeat, total and correction Column capacity 7 listing, 8 totaling Instruction Book Dust Cover Reel of Tape and Ribbon. 14" L , 9" W , 7" H Ship wt. 24 lbs
Sugg. Retail $139.50



Full Keyboard Electric Adding Machines

949N10588—Model 50712, full keyboard all-electric adder speedy addition, subtraction, multiplication. Cycolac case resists dents and scratches, cleans with a damp cloth. Column capacity 7 listing, 8 totaling Automatic credit balance, Twin total bars; sub-total bar; electrified non-add bar; direct subtraction Ship. wt 22 lbs
Sugg. Retail $139.50

983N12865—Model 50812, same as above but larger column capacity, lists 8, totals 9.
Sugg. Retail $169.50

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

first name in typewriters . . . last word in portables!

Remington "TEN FORTY" Typewriter

- Full Size Keyboard
- Visible Margin Stops
- Key Set Tabulator

The **TEN FORTY** medium-priced portable with luxury features: **Armor/Shield** construction, accident-proof protection. **Dial-a-Touch Control** for the right "feel" in typing—light, heavy or anywhere between. Flip-Top cover for quicker, easier cleaning and ribbon changing. **Key-Set Tabulator**—one lever sets and clears tab stops. Full size standard keyboard. Available in **Ivory or Turquoise.** Choice of Pica, Elite or Script (on special order) type. Carrying case included. Ship. wt. 21 lbs. **Specify Color.**

831N5838—**Ten Forty Typewriter—Pica** Sugg. Reta l $86.50

832N5838—**Ten Forty Typewriter—Elite** Sugg. Retail $86.50

833N5838—**Ten Forty Typewriter—Script** Sugg. Retail $86.50

Remington "STREAMLINER" Typewriter

The **STREAMLINER** budget-priced portable with these expensive features **Armor/Shield** construction for accident-proof protection. Won't chip, dent or rust . . . tougher than metal. **Lightweight** but sturdy—never "creeps." Built to last! **Variable line spacer.** Both single and double line spacing. Full **84 character keyboard.** Available with Pica or Elite type. Durable, good looking built-in carrying cover. Two tone blue color. Ship. wt. 17 lbs.

866N39 0—**Streamliner Typewriter—Pica** . . . . **Sugg. Retail $58.00**

927N3810—**Streamliner Typewriter—Elite.** . . . **Sugg. Retail $58.00**

The Remington "333" Typewriter

The **"333" Typewriter,** a "New Breed" of portable at an economical, low price. It has many quality features usually found only on high-price machines! Full-size **88 character keyboard;** Visible margin stops; **Pre-set tabulator;** Convenient **touch control;** Type Bar spring action gives an office typewriter response. Two-color ribbon. Complete with handsome leatherette carrying case. This lightweight beauty will go everywhere with you! Ship wt. 15 lbs. Charcoal Gray color. **Educational Pica, 11 space type.**

947N4516—**"333" Typewriter**.....**Sugg. Retail $64.00**

FREE! REMINGTON

Color-Key Touch Typing Course

Remarkably fast, easy to learn. Fingers are matched to keyboard by colors — begin to touch-type within one hour. With application, complete the entire course in just one week! The Color-Key Touch Typing Course is provided FREE with every REMINGTON Portable

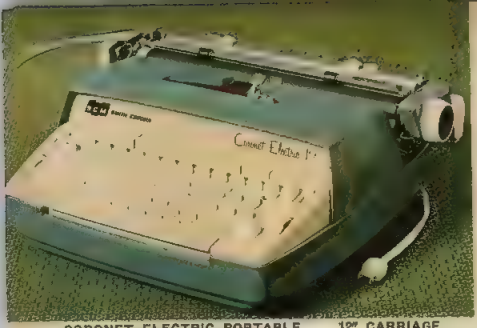
◀ **Hand Operated Cash Register**

845N14042—**Model 321.** Bookkeeping cash register, adding machine. Self-balancing subtracts paidouts, cash in drawer always balances with total on tape, locked-in totals, sub totals; five-way lock, **tamper proof tape;** nine designation keys. Size: 18¾" L., 13¾" W., 15½" H. Ring-up and totaling capacity $99,999.99. Ship wt. 45 lbs. **Sugg. Retail $222.00**

Electric Bookkeeping Cash Register ▶

984N18135—**Model 301.** Electric bookkeeping cash register, adding machine. Tells you all you need to know about the day's five basic transactions: cash sales, charges, receivables, paid-outs and no sales. **Self-balancing,** saves hours of work. **Tamper-proof tape.** Engineered for many years of trouble-free service. Size: 19" L. x 13" W. x 11" H. Ring up and totaling capacity $99,999.99. Ship. wt. 45 lbs. . . . . **Sugg. Retail $310.00**

Prompt Shipment from Our Large Stocks



CORONET ELECTRIC PORTABLE . . . 12" CARRIAGE

- Takes large envelopes, ledger sheets and standard typing paper the long way.
- Automatic electric repeat actions—dashes, dots, underlines and "x's" plus electric shift keys.

CORONET ELECTRIC™ 12™. High Volume 12" electric with the extra versatility of a wide carriage for oversized typing jobs, large envelopes, ledger sheets, standard typing paper the long way. Full 88 Character office size keyboard. Electric repeat actions. Full length tabulator with "Target Bar." Electric shift keys. Page gage shows typing spaces (inches) remaining on page. Quick-set visible margins. Transparent line indicator. Push-variable line spacing. Copy-set dial, make up to 10 clear carbons. Many other features. Trimline™ carrying case. Star-Mist Blue, Oasis Green or Slate Gray, Pica or Elite type. Ship. wt. 30 lbs.

958N12290—Coronet Electric 12 Typewriter. Elite Type. Specify color.
Sugg. Retail $164.95

958N12290—Coronet Electric 12 Typewriter. Pica Type. Specify color.
Sugg. Retail $164.95

SMITH-CORONA

PORTABLE TYPEWRITERS

5 YEAR GUARANTEE

Any SCM Corporation Service Center will replace without charge (except for labor and shipping) any part that proves defective in material or workmanship within 5 years from original date of purchase. This guarantee extends only to the original owner and does not apply to replacement of parts damaged by: (a) larger carrying case or rubber parts after 90 days from original purchase or (b) to damage resulting from accident, neglect or misuse. This guarantee is in lieu of all other warranties, express or implied, including warranties of merchantability and fitness for a particular purpose.

All Metal Vinyl Covered Trimline TM Carrying Case

STERLING™ 12™ — 12" Carriage

- Big Capacity Carriage takes standard typing paper the long way
- Full Length Tab Stops

STERLING 12. Big capacity carriage takes large envelopes, ledger sheets, standard typing paper the long way. Full 88 Character office size keyboard. Full length tabulator, key set and clears. Page gage, shows typing space remaining on page. Push-variable line spacing. Quick-set visible margins. Plus many other Smith Corona manual portable typewriter features. Trimline™ carrying case. Starmist Blue, Oasis Green or Slate Gray. Pica or Elite type. Ship. wt. 23 lbs.

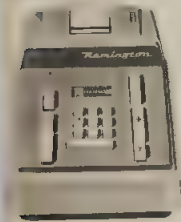
950N8951—Sterling 12 Typewriter. Pica type. Specify color.
Sugg. Retail $129.95

960N8951—Sterling 12 Elite Type. Specify color.
Sugg. Retail $129.95

REMINGTON

MODEL 4081Z ADDING MACHINE with Credit Balance

978N12869—Quick, easy operation on 10-key keyboard. Addition, subtraction, repeat subtraction, multiplication and credit balance at your finger tips. Lists 8 columns, total 9 columns. Rugged construction. 14" long, 9½" wide, 7" high. Ship. wt. 25 lbs. **Retail $169.50**



MODEL 4101Z DELUXE HEAVY DUTY ADDING MACHINE with Credit Balance

978N14383 — Large column capacity list 10, total 11. Ideal for heavy-station large company use. 10-key keyboard for quick easy operation. Addition, subtraction, repeat subtraction, multiplication and credit balance at a touch. 14" long, 9" wide, 7" high. Ship. wt. 25 lbs.
Sugg. Retail $189.50

MODEL 306 ELECTRIC CASH REGISTER

Two Total—Selective Entry

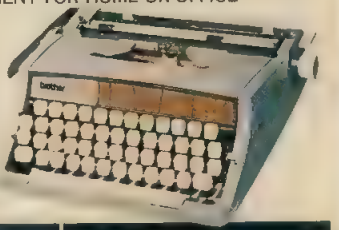
986N25740—Two separate running totals can be kept, such as labor and parts, food and liquor, taxable and non-taxable items, etc. Five enforced designation keys, two departmental keys operate in both self-balancing registers, all on same tape. Ring-up and total capacity $99,999.99. 19" L., 13" W., 15" H. Ship. wt. 48 lbs.
Retail $449.00

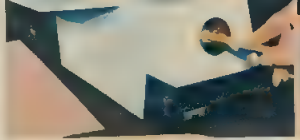
brother

ALL-STEEL FULL FEATURED COMPACT TYPEWRITER WITH KEY SET TABULATOR

975N5688—Automatic key set tab model. 88 Character keyboard. Jam release key, touch adjustment, half space, margin stops, 2-color ribbon, variable line spacer. Line drawing aperture. Convenient eraser table and paper support arm. Comes with elegant luggage-type carrying case. Pica type. Ship. wt. 19 lbs.
Retail $89.95

EQUIPMENT FOR HOME OR OFFICE





PENCIL SHARPENER and LETTER OPENER

978N1875—Sharpens pencils in seconds and slits open letters in the blink of the eye. Micro switch activates the motor when pencil is inserted. Letter opener cleanly trims off the top edge of any size envelope for easy access. Special drawer tray collects pencil shavings for muss-free disposal. 115 Volt AC only
Sugg. Retail $29.95

ELECTRIC STAPLER

977N1875—Smartly styled heavy duty case. Takes standard staples. Easy to load. Fully automatic, staples instantly upon contact with paper. Gauge to set staple where you want it. Automatic Shut-off, safety. Ship. wt. 3 lbs. . . . . **Retail $29.95**

SUNBEAM ELECTRIC PENCIL SHARPENER

950N999—Sharpens pencils by the dozen the easy automatic way. Micro switch instantly activates the motor when pencil is inserted. Special drawer tray collects shavings for muss-free disposal. Slip-proof, mar-proof feet. 115 Volts, AC only.

Sugg. Retail $19.89

Prompt Shipment from Large Stocks

They'll have a hot supper before they go to bed. They'll wash up. They'll sleep on comfortable berths. And they'll save a $15.00 motel bill

They'll do all this on their new 20′ SeaCraft Seafari It's one of the few boats they *can* do it on

The SeaCraft Seafari is completely self contained for living. On water. Or on land.

And because she's only 20′ in length, she's easily trailerable. Most other boats with the Seafari's features are water-bound because of their size

These features include 6′6″ upholstered V berths. Self contained flushing toilet Screen doors. Alcohol stove Washbasin/sink with running water. Folding dinette table Two insulated ice chests. And storage lockers

Out of the water the Seafari is a trim, comfortable camper In the water she's one of the smoothest riding, best performing boats anywhere.

She comes with a great pedigree. The Seafari rides on a unique, patented, modified V hull that has racked up scores of racing successes including four world course records. And because she's put together with more care than most other boats, we guarantee her hull longer than most other boats; a full 5 years.

You can spend good times but a lot of money on a boat

We've built a craft that helps pay you back

Even up a mountain

For full color brochure and your nearest dealer write Seacraft Inc. Dept. MB 6300 N.W. 74th Avenue, Miami, Florida 33166

20′ SEACRAFT SEAFARI®

Tonight they'll sleep aboard. Up a mountain.

A private head.

Every report indicates that being without one can be most inconvenient.

That is why the all-fiberglass Trojan Marlin offers a standard full-height private head neatly hidden in the binnacle console.

Which means that it's ideal for long fishing trips. Or family outings. Or skiing. Or diving.

Naturally, that's not the whole story. We've included lots of other basic necessities.

Built-in fish wells in the [illegible] cold, too!). Rod holders. [illegible] with storage space for rods and anything else you'd like to store. Direct drive engine delivering up to 225 hp.

There's even an optional [illegible] to protect you from too much sun or rain.

But best of all, there's lots and lots of room. Nothing to bump into, climb over, or foul a line.

The Marlin is a truly functional boat. With some very humane touches.

Witness the price. Only $5,660.* About $2,000 less than any comparable competition.

Very humane.

Very functional.

Trojan Yachts

Write: Trojan Yachts, Lancaster, Pennsylvania 17604. A subsidiary of Whittaker Corporation.
*Suggested retail price F.O.B. Lancaster.

Trojan introduces a 25 boat that lets serious fishermen get a head.

ELECTRONICS COMMUNICATIONS SURVEY

Please fill out both sides of the questionnaire on the right and mail to:

RTCM, Special Committee 43
Box 8, West Southport, Me.

(see next page for full details)

Electronics Communications Survey

Usual area of operation _____

Percentage of use Day _____ % Night _____ %

Affiliation

USPS _____ USCGA _____ YACHT CLUB _____

COMMERCIAL _____ OTHER

Boat identity

Length
Less than 16'
16-26
26-40' _____
Over 40'
Type
Oper
Cabin
Houseboat _____
Sail
Power
Outboard _____
Inboard
I/O _____

Electronic Equipment

	Have	Might get
Transmitter/Rcvr		
2 Mc/s		
Double Sideband	_____	_____
Single Sideband	_____	_____
2670 Kc/s	_____	_____
VHF/FM 156-162 Mc/s	_____	_____
HF 4Mc/s & above	_____	_____
Other		
Direction Finder	_____	_____
Depth Finder	_____	_____
VHF Weather Rcvr		
Citizens Band	_____	_____
Radar	_____	_____
Omni	_____	_____
Loran	_____	_____
Portable AM Rcvr	_____	_____

A clearing in the woods.

The 32' Pacemaker

The Pacemaker 32 foot express cruiser, convertible sedan and sportfisherman clear up a lot of the confusion about overall value per running foot in wood boats.

To start with, there's not a boatbuilder who can offer a comparably designed boat at our prices.

Some manufacturers offer plywood hulls. Ours are carvel planked mahogany over solid oak frames set on 9" centers.

All this works to form Pacemaker's famous round chine inverted bell hull.

Maintenance free fiberglass covers all decks and cabin top surfaces; solid mahogany is used for all cabin and pilothouse sides, rub rails, bilge stringers and the heavy curved transom.

And look what comes as standard: A galley with electric stove, 3.7 cu. ft. refrigerator and stainless steel sink. A private head with a hot shower and a vanity. Five power options available up to twin 260s.

And our 32s offer over 100 decor choices; that's more than any boat their size, wood or glass.

We invite you to compare our 32 footers item for item in our Boatbuyer's Comparison Guide. We'll be glad to send it to you. Write Dept. MB-5, Pacemaker Corporation, Egg Harbor City, New Jersey 08215. Or stop into your nearest Pacemaker dealer.

PACEMAKER

The complete fleet [illegible] wood and glass inboards from 25' to 65'

Up, up and away

When a yachtsman wants to get away from the crowd . to feel completely free, unshackled by limitations or distances, a Huckins will give him that freedom.

Cruising where and when he wants in luxurious comfort and safety . . . neither weather nor water conditions deter the skipper of a Fairform Flyer He knows the exclusive Huckins Safety System and watertight compartmentation has been proved infallible through decades of use in diverse conditions.

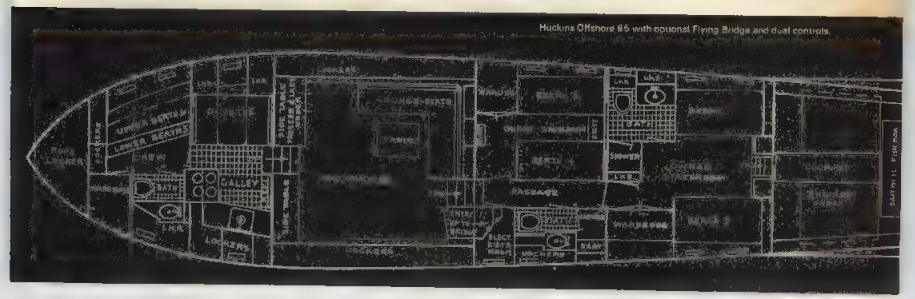
A myriad range of cruising speeds are at his fingertips . . . from low speed planing to up, up and away speeds giving complete flexibility for weather conditions, passenger comfort and extended cruising ranges.

No other yacht built assures him of such full command and total authority as does a Huckins No finer yacht . . . no safer yacht can be built

Take the helm of a Huckins, she's gentle, responsive and obedient, yet every line confesses her stamina and speed Muted engines quietly belie her power to spare

Leave the crowd, "get up, up and away" with the Huckins that answers your needs and desires. An illustrated plans book will make your decision easier Write Huckins Yacht Corp., P. O. Box 7068, Jacksonville, Florida 32210

HUCKINS FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION



who says fiberglass boats cost more?...

30' SEAMATE CONVERTIBLE SEDAN

Gracious accommodations for the particular mariner * sleeps 6 * wide padded bow seat * 110 V Dockside circuit * bilge blower * draperies * screened side and pilot house windows * automatic fresh water system * carpeted cabin and pilot house * 30' Express model also available.

Price Sedan **$13,980**
Express **$10,980**

27' HOLIDAY EXPRESS

Hand lay-up fiberglass * sleeps 4 * 225 Chrysler * screens * bilge blower.

Price **$8,995**

37' SEA SKIFF CONVERTIBLE SEDANS

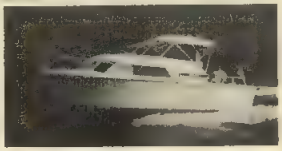
Luxury cruisers with more of everything * sleeps 6 * mufflers * automatic fresh water system * pilot house with screened side windows * dockside circuit * carpet * drapes * 10 ft. galley * dual entrance toilet room * wide padded bow seat * rails * Hot and cold shower.

Price **$21,970**

27' SEAMATE EXPRESS

Complete package of pleasure * sleeps 4 * padded bow seat * 110 V dockside circuit * bilge blower * Draperies * screened side cabin windows

Price **$9,995**



24' KEY LARGO

All fiberglass * sleeps 4 * 225 hp Chrysler inboard * drapes, carpeting, teak wood grain interior accents * foam padded vinyl cushions * complete galley * stand-up marine toilet * cabin and navigational lights * bilge blower * cockpit taff rail, electric horn * ventilating express windshield with adjustors * instrumented control station * side window screens * hardtop available.

Price **$8,395**

33' SEA SKIFF CONVERTIBLE SEDANS

Luxury cruisers with more of everything * sleeps 6 * mufflers * automatic fresh water system * pilot house with screened side windows * dockside circuit * carpet * drapes * 10 ft. galley * dual entrance toilet room * wide padded bow seat * rails

Price **$17,995**

Specifications are based on the latest product information at the time of publication. Revel Craft reserves the right to make changes at any time without notice in colors, prices, materials, equipment, specifications and models or make additions without incurring any responsibility to include same on any previous models. Some models pictured may have optional extras installed. These are furnished at extra cost if they are not included in the list of standard equipment.

our competitors

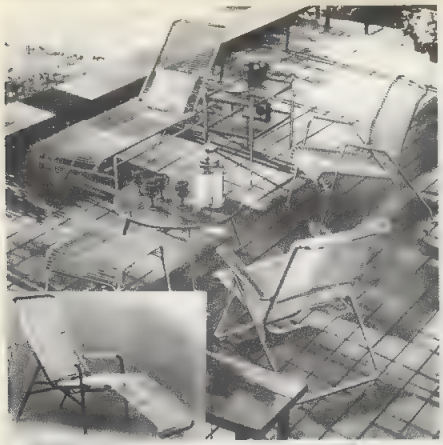
We don't agree. Neither will you when you compare Revel Craft quality with any other fiberglass boat builder. Look at our molded-in lapstrake hull design which adds strength and stability as well as beauty. Ask your dealer to show you how a Revel Craft is made better with fiberglass and more of it. While you're at it, ask your dealer to show you the list of standard equipment that goes with the Revel Craft of your choice . . . items you normally find as "extras" on other boats. Revel Craft offers a lower priced fiberglass boat because we're an independent, family-owned business that isn't top heavy with scores of expensive executives, doesn't support fancy showrooms, doesn't carry excessive inventories, or make 50 or 60 different models that in many cases compete with each other.

And we have more combined experience in building pleasure boats than most of our competitors. Why put your money into someone's overhead? See your Revel Craft dealer and get more fiberglass boat for your money.

The nicest thing about buying a Revel Craft is you'll have a lot of money left over.

REVEL CRAFT

Box 20A
Arnold, Maryland 21012
(301) 647-1788



"Ames Aire" CASUAL FURNITURE

Here is luxurious comfort in fine patio furniture. The heavy duty tubular steel frames are protected by a special zinc coating for longer wear. The resilient vinyl cord cradles you in comfort—will not sag, fade or become brittle; it gives when you sit and resumes its original shape when you get up. Table tops are in a metal mesh pattern. Available in **Honey Gold** cord with **Honey Gold** frame; **Turquoise** cord with **Mediterranean Blue** frame; **Avocado** cord with **Avocado** frame; **White** cord with **Black** frame; **Orange** cord with **Bronze** frame. **Specify cord color and frame finish. F.O.B. Minnesota Factory.**

A complete catalog of Ames Aire furniture will be mailed upon request on memo billing of $10.00. Your account will be credited upon return of the catalog.

16758F5036—Deluxe Sun Lounge. Reclines completely flat or adjusts to 4 positions for upright sunning. Ship. wt. 41 lbs.
Sugg. Retail $69.95

18893F1220—End Table. Two tiers. 15¾"x24"x22½" H. Ship. wt. 13 lbs.
Sugg. Retail $16.95

7312F4680—Set of 2 Arm Chairs. Plastic wrapped arms and deep contour comfort. Ship. wt. 33 lbs. **Sugg. Retail $35.50 ea.**

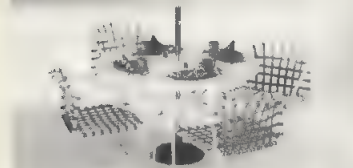
18894F1436—Coffee Table. 30" diameter. 16" high Ship. wt. 16 lbs
Sugg. Retail $19.95

7313F1148—Ottoman. 19" W x23" L.x16½" H. Ship. wt. 9 lbs.
Sugg. Retail $15.95

17103F2876—Club Chair. A deluxe lounge chair adjustable to 4 positions —Folds for convenient carrying or storage. Ship. wt. 24 lbs.
Sugg. Retail $39.95

16124F4676—Contour Chaise. Contour seating at its best in upright or reclining positions Ship. wt. 37 lbs. **Sugg. Retail $64.95**

7315F4316—Chaise. (Not illustrated.) Adjusts to 4 positions. Upright to full reclining Ship. wt. 33 lbs. **Sugg. Retail $58.95**



"SOLARIA" GROUP by TROY

Superb Aluminum and Vinyl Outdoor Furniture

Designed and crafted to satisfy the most discriminating taste! Withstands any climate. Sculptured frames are lightweight welded aluminum won't corrode or pit. The durable baked enamel finish is available in 3 decorator colors. Heavy duty vinyl chair strapping is impervious to weather, keeps its beauty season after season. It's wonderfully resilient—"gives" as a person sits down; returns to a taut condition immediately when not in use. Tables have solid white Fiberesin tops that resist burns, stains and mars. Both have umbrella holes Polyethylene caps on legs protect patio surface, glide easily. **F.O.B. Ohio Factory.**

Vibrant color combinations **White** frames with **Yellow, Orange, Turquoise** or **Seafoam Green** straps. **Olive Green** frames with **White, Yellow** or **Seafoam Green** straps **Turquoise** frames with **White** straps. **Specify color of frame and strapping.**
17278F3584—**Club Chair.** 24½"D x29"W x33¼"H Wt. 12 lbs. ..... **Retail $61.50**
17278F6900—**46" Round Umbrella Table.** 26" high. Ship wt. 34 lbs. ..... **Retail $115.00**

Distinctive Maypole Umbrella. Tri-tone beauty! Durable Treylon fabric body has white moss fringe and pompons at tip of each valance; gold spear point caps the aluminum pole. Crank-operated mechanism opens and closes umbrella with ease. Cast iron base to hold umbrella is enameled charcoal black—optional.

Choice of Umbrella Top Colors **Yellow/Olive Green/White, Yellow/Orange/White, Blue/Turquoise/White** or **Olive Green/Blue/White Specify color combination.**
18588F6444—**7-ft. Umbrella with 50 lb Base.** Ship wt 65 lbs Retail $107.50
17281F9064—**7-ft. Umbrella only** Ship wt 16 lbs..... **Retail $ 84.50**
18601F8784—**8-ft. Umbrella with 100 lb. base.** Ship. wt. 120 lbs..... **Retail $146.50**
17282F6264—**8-ft. Umbrella only.** Ship. wt. 20 lbs..... **Retail $104.50**

A complete catalog of Troy furniture will be mailed promptly upon request on memo billing of $10.00 Your account will be credited upon return of the catalog.

molla

Specially developed metal for mixture of all aluminum with alloys added. Ideal for outdoor as well as indoor use. Weather resistant metal finishes in **Antique Black, Eggshell, Green Olive, Tole Yellow (Antique Yellow)** or **Verona Blue (Blue washed over White.)** Upholstered in Sailcloth type fabric, Scotchgard® treated, in **Antique Gold Moss Green, Aqua, Turquoise** or **Pumpkin.** Foamed seat cushions are self-vented Specify color and finish.

A complete catalog of Molla furniture will be mailed upon request on memo billing of $10.00 Your account will be credited upon return of the catalog

"Marina" Dining Group Distinctively designed for indoor or outdoor use Featuring Molla's new "Alumaley" frames that will not pit or rust Sturdy 100% Vinyl strapping available in 6 beautiful colors Select all one color or alternate one color with White Frames are finished in matching colors or White Vinyl and Frame Colors Azure Blue, White Maize Sage, Carnation Pink or Seafoam Green F O B New York Factory

16759F5536—Round Dining Table. Solid White tempered fiberglass top 30" diameter 27" high Ship wt 20 lbs Specify Finish.
Sugg. Retail $58.80

16760F5150—Set of 2 Arm Chairs. 22"W x 22"D x 33"H Ship wt. 34 lbs Specify Color and Finish **Retail $49.00 each**

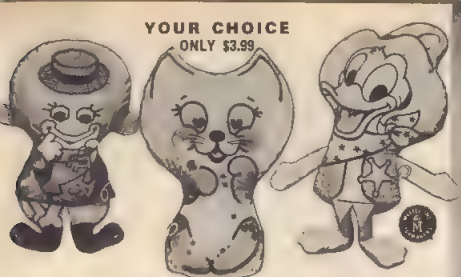
18474F8691—Buffet and Console 39" W x21" D x35" H
Approx Ship wt 70 lbs. Sugg. Retail $135.00

18475F9656—Dining Table (6 place) 82"x66"x29" H
Approx Ship wt 75 lbs. Sugg. Retail $150.00

18476F3413—Arm Chair. 19" W x21" D x33½" H Seat 17"x16"
Approx Ship wt 30 lbs Sugg. Retail $53.00

18477F3155—Side Chair. 18" W x21" D x33½" H Seat 17"x16"
Approx Ship wt 25 lbs. Sugg. Retail $49.00

F.O.B. Factory as Listed—Allow Ample Time for Delivery



TALKING "PATTER" PILLOWS BY MATTEL. They're pillows, they're stuffed toys, and they talk. These charming pillow personalities have soft, hug-me bodies, say 10 funny phrases (no batteries needed). Non-allergenic. They entertain as they provide comfort. Each approximately 15" long. Retail $6.50.

84A-11557.. Donald Duck. Wt. 3 lbs. ..... } YOUR CHOICE
84A-11573.. Cat Pillow. Wt. 2 lbs. ..... } $3.99
84A-12383 Clown Pillow. Wt. 2 lbs. .....

TALKING "DROWSY" DOLL BY MATTEL. Pull her Chatty-ring and she says 11 different phrases, such as "Mommy, I'm sleepy." Drowsy has a soft and cuddly stuffed body, soft plastic head, rooted hair and painted sleepy eyes. The box she comes in converts into a cradle. Wt. 2 lbs.

84A-10419 Retail $8.00 ..... Only $5.99

RAGGEDY ANN AND RAGGEDY ANDY RAG DOLLS. Famous rag dolls that have been children's favorites for generations. Now in musical and non-musical models. Both measure 15½" tall. Ann wears a multi-colored cotton print dress and white apron. Andy wears blue cotton trousers and a red and white checkered shirt. Both have red woolen wigs and safety locked in eyes. Wt. each 2 lbs.

84A-10538.. Retail $6.00. Musical Raggedy Ann ..... Only $4.26
84A-10539.. Retail $4.00. Non-musical Ann ..... Only $2.88
84A-10465 Retail $6.00. Musical Raggedy Andy ..... Only $4.26
84A-10463.. Retail $4.00. Non-musical Andy ..... Only $2.88

KNICKERBOCKER "TEACH 'N PLAY" DOLL. Not only cuddly and lovable, she'll teach your youngsters how to tie, snap, buckle, zip, tell time and comb hair. Cotton stuffed. Dressed in cotton dress and apron. 20" tall. Wt. 2 lbs.

84A-12381.. Retail $5.00 ..... Only $3.44

AMSCO "HANSEL AND GRETEL" STUFFED DOLLS. The heroes of the beloved nursery tale . . . soft, cuddly and lovable. Dressed in colorful costumes with matching floral motifs . . . with charming, painted faces. Each approximately 14" high. Made of and stuffed with 100% new cotton. Wt. each 2 lbs.

84A-12367 Retail $4.50. Hansel ..... Only $2.99
84A-12375. Retail $4.50. Gretel ..... Only $2.99

"MRS. BEASLEY" TALKING DOLL BY MATTEL. Star of the famous "Family Affair" TV show. A kindly grandmother type, Mrs. Beasley says 10 different phrases. Wears house dress with removable apron and collar, plus Granny glasses. Rooted hair, felt shoes, painted face. 22" tall. Wt. 4 lbs.

84A-10678... Ret. $15.00.... Only $8.86

casting light artificial lures for surfaced or shoal-water fish, any reputable brand will do. I would stock a supply of Berkley "Steelon" or wire leaders for use with the species having razor-sharp teeth or gill rakers

For trolling gear, standard tackle of the conventional variety is easiest to handle day or night. Reels might be anywhere from the Penn "Surfmaster" to the 4/0 sizes, lines of dacron, nylon, or monel single-strand wire having a breaking strength of 30 to 50 pounds. Again, the weights of the equipment involved should be specifically tailored for the fish you intend catching

Get a net with a wide mouth (of the "floating" aluminum-handle type) for bonefish, tarpon, and other species that you intend releasing or tagging unharmed. Use a sharp-pointed gaff, weighted in the handle, for hoisting aboard species that are destined for trophy mounting or the dinner table. My advice is to carry two straight gaffs since one always seems lost or overboard when the action gets really hectic

Don't festoon your boat with tackle boxes, lunch pails, portable fish coolers, and anything else you can find in your attic at home. It's much more fun traveling with minimum gear, safely strapped or otherwise fastened to the boat, so you don't spend the trip picking your way through an obstacle-course mound on the cockpit deck.

The most valuable surgical tool yet invented for a boating fisherman is a pair of multi-purpose Sergeant pliers on a leather belt sheath. They incorporate a quality wire cutter capable of cutting the shank of a heavy hook in emergency situations, and the belt sheath keeps them at your fingertips when they're needed

Finally, I like the new buoyant jackets such as the Converse-Hodgman model in flaming orange. These garments are efficient windbreakers, foul weather parkas, and life preservers all at once. They'll float a 250 pound man without difficulty. At a lesser expense, you might also investigate inflatable lifesaving vests and/or the carbon dioxide Res-Q-Paks that can be clipped on each and every angler aboard It should be noted that none of this equipment obviates requirements for Coast Guard approved life saving gear.

In summary

The mosquito fleet will never replace the blue water yacht or sportfisherman—nobody is suggesting that a 20-footer be substituted for a 40-footer offshore. The cockleshell craft have their greatest utility in inshore waters, often within casting distance or sight of land. They're inexpensive, often portable, small boats appealing to a new breed of amphibious fishermen who appear to be multiplying like rabbits in many coastal areas.

At least a dozen manufacturers are making open fishing boats that are adequate to a salt water fisherman's needs—and several of them are making superlative craft designed strictly for anglers You'd do well to travel to a hotspot area and observe what the local sharpshooters use both in hull and power; then attempt to engage them in conversation and find out why. Though reams of paper can, and will, be written on the subject, there's no substitute for pragmatic, on-the-scene experience.

I'd start slow. In preference to making a shakedown on the ebbing tide at Montauk by moonlight, I'd advise a few milk runs with the sun overhead. There are too many mosquito fleet skippers riding the ocean today to eliminate accidents and even catastrophes next season—and there is definitely an element of danger. Conversely, if you're intelligent about picking your weather and remaining within range of a harbor or refuge, it's a piece of cake. Membership in the mosquito fleet armada is as safe as your neighborhood bridge club—and far more interesting. Just try it and see. ⚓

Javelin *the Sprinter for '70 from Arrow Glass*

L.O.A. 16' 10"/Beam 80"/Depth 40"/Maximum H.P. 140/Deep vee Hull/Full Canvas Standard

A real beauty with power up to 140 horses for crisp performance, Javelin is a head turner whether at rest or in flying motion. Check the many luxury features which are a Hallmark with Arrow Glass . . . gleaming bow rails, walk-thru tempered glass shield, plush foam sleeper seats, ample storage, color keyed carpeted interior, plus the safety and assurance of full foam flotation. Bilge pump, blower and full canvas are standard on Javelin. See it . . . it's a boat boaters want!

Write for name of your Arrow Glass Dealer

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COMING IN JULY

Shipboard fun and games take the spotlight in our July issue with a special section called "The Boating Man's Book of Drinks and Diversions."

The section explores the entire world of liquids aboard boats—water, ice, beer, wine, milk, fruit juices, stimulants, soups, and a few vitamin loaded liquid food supplements. Within its 16 pages you will find a wealth of information that will aid you in making your next on-board bash more fun. Included are recipes for a number of cocktails and punches with a seagoing flavor, and a number of ways of satisfying the thirst of all kinds of people, young and old, drinkers and non-drinkers.

Additionally, the Boating Man's Book of Drinks and Diversions explores the various ways, both store bought and home grown, to have music aboard—a real plus for any party and, we must say, a source of much solo satisfaction as well.

Although these 16 pages can't pretend to be a complete bar guide, they will prove to be a useful addition to your ship's library. Watch for the July *Motor Boating* on your local newsstand in late June.

Oops!

Our May issue contained an error which we make haste to correct. The headline of the article dealing with the Colorado River Cruise wrongly implied that the 1969 outing might be the last one.

What the author meant to say was that, due to changes in the river itself, no boating on the Colorado could ever be what it once was. The 1970 Colorado River Cruise has already been planned.

Polaris / Luxury Overnighter – Sleeps Two

The Polaris is all new! This exciting 20-footer is sized for comfort and built for versatility. She carries a family with the complete peace of mind only Arrow Glass full foam flotation provides. Pilot and front seat passenger relax in twin swivel captain's chairs in the spacious cockpit. Enter the forward cabin and you'll find a dazzling interior with roomy deep foam bunks for two. Standard equipment and appointments include distinctive teak trim and rails, tempered glass shield, stainless ship's wheel, 30-gallon fuel tank with twin electric gauges, ample storage in side panels and under forward bunks. See this versatile craft at your Arrow Glass dealer. It's a boater's boat that'll take you anywhere!

ARROW GLASS OF MEMPHIS

Write for Name of Your Arrow Glass Dealer... ARROW GLASS BOAT & MFG. CORP.

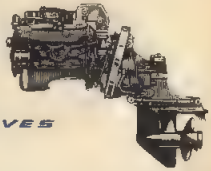
ARROW GLASS OF MEMPHIS

RIVIERA

- 18' Deep Vee, MerCruiser Powered
- Power up to 165 H.P.
- Full Carpeting—Ski Tray storage area
- Lounge seats—seating for 6
- Tempered glass walk thru shield
- Full canvas standard
- Bow rails standard
- Natural Teak Wood accents
- Urethane foam floatation
- BIA certified

LET'S GO BOATING

- Indicator wheel, pump & blower, 18 gallon tank with electric fuel gauge, speedometer standard



ARROW GLASS OF MEMPHIS
Marine Division

POWERED BY MERCRUISER STERN DRIVES

Arrow Glass Boat and Manufacturing Corporation, 1371 Farmville, Memphis, Tennessee 38122

Circle No. 21 On More Data Card on Page 90

BARCLAY

EXPERTLY CRAFTED BAND INSTRUMENTS and ACCESSORIES

A BARCLAY TROMBONE OUTFITS. Smooth slide action and pure tone. Carefully crafted. Hard tempered inner surfaces eliminate "break-in" period. Brass with lacquer finish. Standard model has 7" bell; professional model has 7¼" bell, chrome sides and trim. Includes case. Wt. 15 lbs.

M41A-12350 Standard Outfit. Retail $127.50. ..... Only **$79.95**
M41A-12389 Professional Outfit. Retail $215.00. ..... Only **$149.95**

B BARCLAY ALTO SAXOPHONE OUTFITS. Superbly crafted of French bell brass with drawn tone holes. Nickel plated keys and mechanism. Modern key guards with adjustable and removable key bumpers. French lacquered. Comes complete with attractive case. Wt. 16 lbs.

M41A-12377 Alto Sax. Outfit. Retail $275.00. ..... Only **$198.50**
M41A-12385 Tenor Sax. Outfit. 22 lbs. $325.00. Only **$240.00**

C BARCLAY FLUTE OUTFITS. Three piece flute with a rich, full-bodied tone throughout register. Leakproof and rattleproof. Distinctive nickel plated finish. Boehm system with closed G# key. Sturdy vinyl covered case is plush lined and has bound edges. Wt. 5 lbs.

M41A-12383 Student Flute Outfit. Ret. $130.00. ..... Only **$87.95**
M41A-12407 ... Professional Flute Outfit. $175.00. ..... Only **$119.95**

D BARCLAY CORNET AND TRUMPET OUTFITS. Clean, crisp tone. Medium bore. 4⅝" bell. "Student" model is ideal for beginners. "Standard" is hand-crafted with hand-ground nickel silver valves. "Professional" is made to glorify the talent of an accomplished artist. Plush-lined case. Wt. 9 lbs.

M41A-12415 Student Trumpet Outfit. Ret. $85.00. Only **$59.95**
M41A-12423 Standard Trumpet Outfit. $180.00. ..... Only **$119.95**
M41A-12431 ... Professional Trumpet. Ret. $215.00... Only **$149.95**

Barclay Cornet Outfits. Made to the same quality standards.

M41A-12458 ... Student Cornet Outfit. Ret. $85.00..... Only **$59.95**
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M41A-12474 Professional Cornet. Ret. $215.00. Only **$149.95**

E BARCLAY CLARINET OUTFITS. Outstanding in quality, response and intonation. Produces a lighter touch and extra response to rapid fingering. Boehm system. Key of Bb, 17 keys, 6 rings. Complete with lyre, swab, cork grease and attractive durable case. Wt. 6 lbs.

M41A-12482 Standard Ebonite Outfit. Ret. $119.50. Only **$79.95**
M41A-12490 Standard Wood Outfit. Ret. $129.95... Only **$84.95**
M41A-12504 ... Artist Wood Outfit. Retail $175.00..... Only **$119.95**

F BARCLAY BUGLE. Built in key of G with slide to F. Brass polished finish. Nickel plated mouthpiece and chain. Broad flute rim on bell. 15¾" long. Bell diameter, 4½". U.S. Regulation. Wt. 2 lbs.

M41A-12512 ... Retail $15.00. ..... Only **$11.95**

G HOHNER BUTTON ACCORDION. Germany's finest! 5⅞x11" Stradella, 21 composition keys, 8 bass keys, 4 sets of steel reeds. Walnut finish. Wt. 9 lbs.

M41A-12539 Retail $95.00 ..... Only **$69.95**

H CLAVIETTA. Unique instrument with piano-type keyboard, 34 notes in all. Adjustable spring tensioning insures light fingering. 15" long. Wt. 4 lbs.

M41A-12538. Retail $47.50..... Only **$39.95**

J HOHNER MELODICA. Two full chromatic octaves. Scientifically tuned brass reeds. Available in 3 popular models . . . choose the one just right for your needs. 2 lbs.

M41A-12547 Student Model. Retail $11.95. ..... Only **$8.95**
M41A-12555 ... Soprano Model. Retail $15.95. ..... Only **$12.95**
M41A-12563 Alto Model. Retail $19.95..... Only **$14.95**

K HOHNER CHROMONICA. Made by German craftsmen in a meticulous, time-honored tradition. Key of C or G, 40 reeds, 10 holes. Specify Key C or G. Wt. 1 lb.

M41A-12571R Retail $11.95 ..... Only **$8.95**

L HOHNER "64" CHROMONICA. The name Hohner is your assurance of superior tone and trouble-free construction. Features 4 full chromatic octaves. 64 reeds. Key of C. An outstanding value! Wt. 1 lbs.

M41A-12598 Retail 25.00..... Only **$16.95**

M KOCH CHROMATIC HARMONICA. Here's proof you needn't invest a lot of money to enjoy pleasant harmonica sounds! 12 notes (sharps, flats). 40 brass reeds. Key of C or G. 4⅞" long. Specify Key C or G. Wt. 1 lb.

M41A-12601R .. Retail $8.50 ..... Only **$6.95**

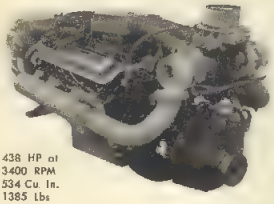
All items on this page shipped from Illinois Warehouse

GUARANTEE
These instruments are guaranteed against all manufacturing defects of either material or workmanship for a period of one year from date of purchase

N MECHANICAL METRONOME. Audible visible beat, 40-208 beats/min. Wood cast. 9" high. 4½" sq. base. 2 lbs.
M41A-12828 Walnut. $15.00 Only **$10.95**
M41A-12836 Mahogany. $15.00 Only **$10.95**

P ELECTRIC FLASH METRONOME. Adjustable pitch, "see 'n hear." 40-208 beats/min. 5¼x4¼" case. 110-120v.
M41A-12844 .. 2 lbs. $19.95. . Only **$16.95**

SEAMASTER 438 HP AT 3400 RPM



438 HP at
3400 RPM
534 Cu. In.
1385 Lbs

New Seamaster Power for 1970 . . . the Seamaster 534T!

Built from super-duty industrial blocks, the Seamaster 534T for long life features positive rotating sodium filled valves . . . monel manifolds . . . monel risers . . . 73 series Warner Gears . . . low compression . . . low speed . . . top mounted starter . . . governed . . . fresh water cooling . . . dynometer broken in! Write for more details.

Seamaster MARINE, INC.

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Literature upon request for 170, 235, 277, 438 HP engines.

Astronaut Life Raft to Be Marketed

A father whose aviator son was lost at sea has obtained a license to manufacture and sell a non-tippable life raft developed for astronauts. Had such a raft been available it might have saved the life of the son of Robert J. Perchard, of Bourne, Mass. The victim was a Coast Guard crewman who was lost off the coast of Alaska while on an air rescue mission.

His father has dedicated himself to finding survival equipment that is capable of saving others in similar circumstances. He discovered that the type of life raft he had been seeking had already been developed by the National Aeronautics and Space Administration, and is standard equipment on spacecraft. In fact, astronaut Scott Carpenter's life may have been saved by the equipment in 1964 when Aurora 7 splashed down 250 miles from the nearest recovery ship. Carpenter spent six hours in the raft, tethered to the spacecraft. NASA patents are available for royalty-free license and Mr. Perchard obtained exclusive rights. Rubber Fabricators, Inc., Grantsville, W.Va. is the manufacturer, and Hydro-Space Corp., Lincoln, R.I., is the marketer. The raft, which will be sold to yachtsmen, has a radar reflective surface and is non-tippable because of specially designed water ballast containers attached to the underside.

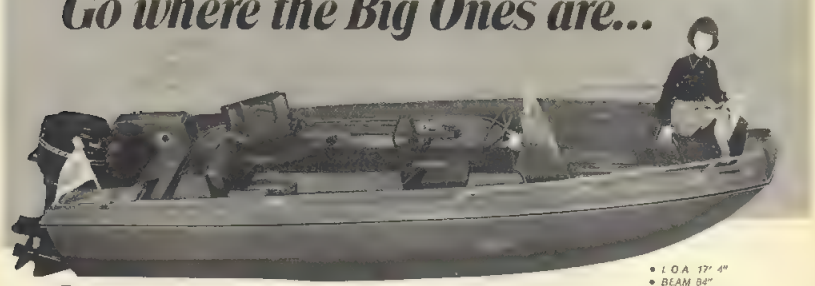
Chesapeake Bay Affairs Being Reorganized

Last year the Maryland Legislature began the reorganization and streamlining of the State Government. Actually over 200 separate departments and agencies reported directly to the Governor; this was a patently impractical situation. As part of this reorganization there has been established a Department of Natural Resources.

The Secretary of Natural Resources, former Governor J.

(Continued on next page)

Go where the Big Ones are...



- *L.O.A. 17' 4"*
- *BEAM 84"*
- *MAX. H.P. 135*
- *CATHEDRAL HULL*

Barracuda TAKES ALONG ALL THE FAMILY

Here's the one designed for the big fish hunter, and it has received ready reception from every member of the family. Ideal as a ski boat, completely usable from bow to stern, it is another family boat from Arrow Glass for 1970. Barracuda is engineered with time proven features to make a whole family happy. Among the many distinctive features are three stunning 360° swivel seats, spacious forward casting platform, forward control mechanical steering console with Caribe wheel, plex safety shield, full foam flotation for safety, generous bow storage, below deck storage, and gear holders port and starboard. This big 17 footer takes you where you want to go . . . in style and comfort. See it, own it, hang on up to 135 horses and you're ready for fun.

Write for name of your Arrow Glass Dealer

ARROW GLASS OF MEMPHIS

Arrow Glass Boat & Mfg. Corp.

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Worldwide Marine, Ltd. Proudly Introduces, in the U.S., the Beaver 57 — Another Great Ship in the Line of Five Authentic, Luxury North Sea Trawler Yachts Custom-Built in Dublin, Ireland.

BOLD. BRUTISH. LUXURIOUS. THIS 56-TON OCEAN TAMER WILL SCOFF AT 3500 MILES OF THE ATLANTIC ALL THE WAY TO NEW YORK WHERE SHE WILL BE DELIVERED FOR THE INCREDIBLY LOW PRICE OF $114,500.

This determined-looking 57' luxury trawler yacht adheres to the traditional lines of the commercial North Sea trawler with her high snippy stem, deep bulwarks, main and mizzen masts, doughty superstructure and authentic rakish trawler wheelhouse. She will plow through any seas at a true 9 knots cruising speed.

The Beaver 57, constructed entirely of Iroko teak, one of the hardest, most impregnable woods in the world, will appeal strongly to the off-shore cruising man who finally has the yen and the time to roam the world in solid comfort, with a heavy duty, fully dependable diesel — and do it with a minimum of crew. With all of her massive construction and tonnage she is easy to operate, economical to maintain, and luxuriously fitted throughout.

We invite you to study the brokerage section of this magazine and compare the price of our new custom built Beaver 57 luxury trawler yacht with even used vessels of equal or greater tonnage.

We offer the Beaver 57 Ocean Tamer for $114,500 with standard equipment including a Caterpillar D333 Turbo Cummins, G.M. or comparable marine diesel engine generating a continuous 190 H.P. at 2000 RPM. Westerbeke 30 kvw gen., custom (U.S.) electrical system; Kelvin Hughes compass, air horn, 7" searchlight, Straight Line elec. windscreen wiper; bulwark doors port and stbd., slatted Iroko stern seat, two Noxfire auto. fire extinguishers, Beaufort 4-man inflatable life raft with canopy & emergency pack, Perspex screen for saloon windows for ocean passage, 3 Raritan Crown heads with chlorinator & macerator, custom built U.S. 16 Cu. Ft. refrigerator, Princess 1200 oven, stove, rotisserie, heavy duty anchors with galv. calib. chain.

Fully equipped, we offer the Beaver 57 for $134,500, with all of the standard equipment plus these optionals: Cruisair air cond. w/ reverse cycle, Vosper Min. Fins, Westerbeke Sea Still water maker, Plath auto-pilot, Benmar (Bendix) 1500 single side band transceiver and VHF FM radio-tel., DR 26 Recording Echo Sounder, Decca 101 radar, Walker Speed & Dist. log, Tannoy hailer, inter com syst., auto dish washer, Hoovermatic washer dryer, garbage disposal, Simpson-Lawrence accomm. ladder; 11'6" Dell Quay dory, w/ davit, and AC/DC converter.

The decision to include all or any of the optionals is yours with the final price adjusted accordingly. An auxiliary front end power take-off from the 30 kvw generator is not included in our optional equipment, at this price, but we will gladly obtain it for you for $2000 extra cost, installed. Both prices include delivery to the New York area (slightly higher to other ports), duty paid and insured for one month after crossing.

We invite you to send today One Dollar for our 14 page illustrated brochure, 38

Specifications:

LOA — 57'0" LW. — 50.8"
Beam — 18.8" Draft — 7'0"
Cruising Range — 2000 Miles
Fuel — 1400 Gals.
Water — 650 Gals.
Sleeps 9. 4 Double Staterooms all with wide lower berths, 1 person in Captain's or Day Cabin aft of wheelhouse.

WORLDWIDE MARINE, LIMITED

Sole Agents in North and South America for Malahide Shipyard, Dublin, Ireland

Dupont Plaza Office Building 300 Biscayne Boulevard Way
Suite 710 Miami, Florida 33131

Custom yachts
in aluminum
63 ft. and over
the bigger the boat—the finer the detail
The bigger the boat... the greater the demand on the skill of the builder. Beautiful woods... expert joinerwork... individuality built into each yacht. Giant aluminum hulls masterfully welded... seaworthy craftsmanship through and through... from the Burger Yard since 1883.
BURGER
BURGER BOAT COMPANY INC. / MANITOWOC, WISCONSIN 54220

the lead keel was repaired at the same time. This work took so much time to complete that *Dolphin* was not in commission again until the following year. The accident was actually a blessing in disguise because certainly the resulting work improved *Dolphin*'s condition and added years to her life. It was later found necessary to recanvas her deck so all fittings, rails, moldings etc., were removed and new canvas laid. The slide of the companionway hatch was provided with a Muntz Metal cover of sufficient strength to sustain crew weight and also to keep out heavy water.

In 1955, while racing for the Sam Wetherill Cup, which *Dolphin* won, her mast cracked during a jibe in a squall, because of failure to get a running backstay set up quickly enough. For the remainder of this season we used the damaged mast by employing two heavy bronze collars located above and below the damaged part of the spar.

At the time a permanent backstay could not be fitted as the boom projected well outboard of the stern. A new mast was designed, about 15 inches longer than the old one, incorporating certain features suggested by Rod Stephens: the three-quarter foretriangle was maintained, but much heavier and slightly shorter jumper struts were fitted. Also an additional set of #6 winches was installed for handling spinnaker lines. All snatch blocks used with the genoa were discarded and replaced with one size larger: we had found that on several occasions the strain was sufficient to open the smaller blocks when using the #1 genoa in a breeze. All galvanized rigging was replaced with stainless wire. Bronze stanchions, for life lines, were provided and rigged with coated stainless wire.

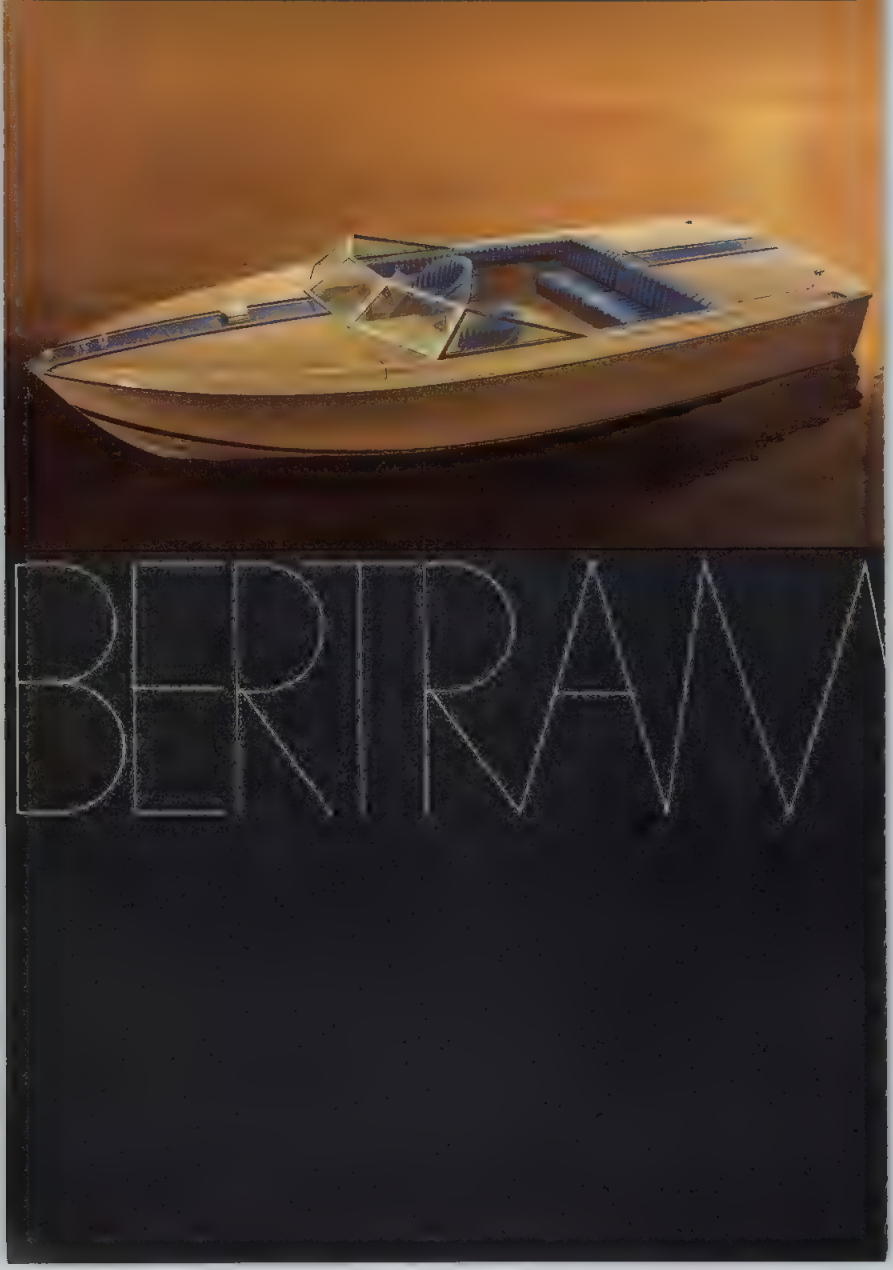
After participating in a greater number of races than in the earlier days, we concluded that some further changes in rig were desirable to help to improve *Dolphin*'s performance. All the Newport Twenty-nine sloops carried an extremely strong weather helm. To improve this condition we finally decided to use a much shorter boom—short enough to permit the installation of a permanent backstay. A shorter and lighter boom, taken from our smaller Herreshoff sloop *Kittiwake*, proved to be just right. Her boom was rectangular and hollow, weighing less than one half as much as the old solid fir boom.

Fitted with a new and very much smaller main, *Dolphin* proved to be definitely faster, with greatly reduced weather helm. As time passed we found that competition from the new and improved boats was becoming increasingly keen. Although further changes would only result in small gains, we realized that we had to do everything possible, as each second we could save when racing was important. To this end we decided to replace two of our old #6 winches with #28 Barients, which was most helpful, permitting a single person to handle the genoa in a breeze and thus keeping extra weight out of *Dolphin*'s small cockpit.

Two years ago we replaced *Dolphin*'s original, relatively short main traveler with a Lewmar ball bearing equipped traveler extending almost the full width of the stern, and this change has also been most beneficial. During the more recent years, we have gradually reduced the rake of *Dolphin*'s mast, which seems to have helped, too. Before any changes in rake were made Rod Stephens was again consulted.

In the motor department, our thinking at first was toward using the lightest possible engine available to keep *Dolphin*'s stern farther out of water. We even went so far as to install a very small two-cylinder high speed motor with a reduction gear but found that the vibration was excessive. This engine was followed by a very light weight four-cylinder motor with a reduction gear. *Dolphin* was finally equipped with a direct drive Universal Atomic Four engine.

(Continued on page 158)


BERTRAM

4 DELUXE 10-IN. "COBRA" Sidewalk Bike. Chromed ¾-in. Moto type handlebars, White vinyl grips, Red streamers. Bicycle type tubular frame; chromed "Cobra" fenders. 3-pc. crank, nylon bearings. White vinyl pedals, adj. metal saddle. Chain drive. Training wheels.
E85 Y 6758E—Mailable. Wt. 21 lb. 14.97

5 HEDSTROM'S NEW "MINI" Sidewalk Bike features safety balanced trainer wheels, tubular frame, "Cobra" fenders. Semi-Hi-Rise handlebars. White vinyl pedals, adj. metal saddle. New front wheel drive with twin tubular frame supports for stability! In Red. Size: 10-inch.
85 Y 6757E—Mailable. Shp. wt. 19 lb. . . 11.88

6 JAZZY 13-INCH SIDEWALK BIKE with Super Hi-Rise styling has chromed cross-bar that converts for use as boys' or girls' bike! "Low slung" styling with Hi-Rise handle-bars, tubular frame, chromed "Cobra" fenders. 3-pc. crank with nylon bearings. Bucket-type quilted vinyl saddle. Flamboyant Lime finish.
E85 Y 6735E—Mail./Exp.* Wt. 27 lb. 18.88
*Not mail everywhere, see pg. 292.

7 26-INCH MIDDLEWEIGHT "CAMAROS" by famous Huffy. *Were 44.94 in Big Fall Catalog, page 697!* Twin arch frame, sparkling chromed fenders and rims. Sleek tank holds twin headlights (batteries not included). Positive action coaster brakes; tri-band White sidewalls; 2-toned saddle. All bikes easy to assemble.
85 Y 6808R—*Boys'*. Exp./Frt. Wt. 45 lb. 39.94
85 Y 6809R—*Girls'*. Exp./Frt. Wt. 43 lb. 39.94

HUFFY

Move Out on Huffy's Super-Sporty

20-In. DRAGSTER

Save $11

38.83

~~49.90~~ Value!

MEET "MISS AMERICA"

* Sporty, Yet Ladylike
* Floral Trimmed Basket

Latest! Snappy New Billboard Tires!

* His and Hers Sportsters with Deluxe Features—Priced to Save You $11!
* HIS Low-Slung Frame in Hot Canary Yellow! Racing Striped Fenders!
* HERS: Streamlined Carnaby Red/White! White Banana Saddle, Basket!

HIS Malibu Hi-rise handle-bars, enameled rims, billboard lettered tires, rear "Chester Slick", 48-in. sissy bar, racing-striped saddle, fenders. Flashing Red lights, batteries not included. Rear coaster brake.
85 Y 6821R-Exp./Frt. Wt. 45 lb. 38.83

HERS She'll feel like "Queen of the Road" riding this elegant looking, trimly designed "Miss America" bike! Styling details include Malibu Hi-rise handle - bars, enameled rims, blackwall tires, rear coaster brake, woven basket!
85 Y 6822R—Exp./Frt. Wt. 43 lb. 38.83

Sorry, No C.O.D.'s. All Aldens Bikes Easily Assembled

HIS OR HER DRAGSTER 44.95

With All These Features:

- New! Longer frame
- New! Revolving light
- New! Billboard tires
- New! 2-tone finish
- Hi-rise handlebars
- Rear-action brakes
- Chrome fenders
- Padded saddle

HIS Huffy Sport Dragster Sissy bar, "cheater" rear sucks 20x2.125, and front 20x1.75 Kickstand. Front or rear revolving light has interchangeable red and clear lens. Takes 1 "D" batt., not incl. See pg 404). 20" for ages 9, over. See shipping note below*. **Frost Lemon/Rally Bronze.** M36 J 7370. (42 lb.). **44.95**

HER Miss America by Huffy with 20x1.75 tires. Detachable revolving light with clear lens can be used in front or with red lens on rear saddle support. Needs 3 "D" batteries not incl. See pg 404). 20-in. for ages 9 and over. See shipping note below*. **Frost Lemon/Rally Bronze.** M36 J 7368. (40 lb.). **44.95**

FIVE-SPEED twin-shaft sling shot

New low price! **64.95**

- Safe-riding caliper front and rear handbrakes
- Dual-stick console
- Drag/parking brake
- 16" front wheel; lightweight front suspension

Huffy's smooth-shifting 5-speed rail bike cut $5 from Fall Catalog. Packed with deluxe features. Caliper hand brakes; dual stick console; multi-gear shift indicates speed; red lever applies parking brake. Sleek sling shot frame, chromed Malibu handlebars, new "combo" colored blended trim. Quilted gutter finish head rest on 48-in. sissy bar matching bucket saddle. Billboard tires 20x2.125 "cheater sucks" rear tires, 16x1.375 front. Kickstand, handgrips, rear reflectors. 20 inches, for boys ages nine and over. See shipping and assembly note below*.
M36 J 7377. **Frost Lemon, Nile Green.** (48 lbs.). . . **64.95**

*SHIPPING AND ASSEMBLY NOTE. All bicycles on this page are shipped freight or express, almost completely assembled, just attach seat, handlebars and pedals.

Deluxe Withington "Pursuit" toboggan

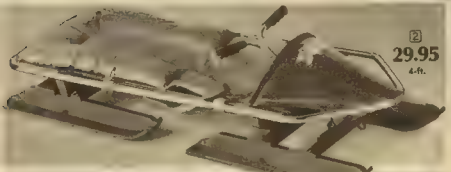
5-ft. **17.88**

1 Withington's fastest and smoothest toboggans . . . downhill thrills for everyone! Of rugged hardwood; vinyl pad filled with new wool; tie tapes incl. Each toboggan 15" wide. Freight or exp.

5-foot length . . . seats 4.
M36 J 3263 Shpg. wt. 19 lbs.. 17.88

6-foot length . . . seats 5.
M36 J 3264. Shpg. wt. 24 lbs.... 23.95

8-foot length . . . seats 7.
M36 J 3265. Shpg. wt. 30 lbs.... 29.95

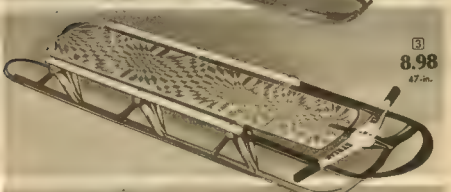


"Bob-o-link" with brake

2 A Withington bobsled that skis! Has speed, maneuverability, exclusive brake feature. Full floating bobs with 3-in. wide skis; steel runners attached to underside. Red hardwood with heavy-gauge steel hood, frame. Padded bucket-type cushion of puncture-tive vinyl absorbs shocks. Frt. or exp.

4-ft. For 2 children or 1 adult.
M36 J 3280. 91" wide. (34 lbs.) 29.95

5-ft. For 3 children or 2 adults
M36 J 3281. 22" wide. (38 lbs.).. 39.95



Sleek "Silver Streak" sled

3 Streamlined for speed — front of sled higher! Special patented "V" steering bar, stamped steel with plastic grips, makes turning extra easy. Stamped steel front cowlings. Continuous high-carbon runners, "I" shaped for safety. Hardwood veneer, 1-pc. deck has weather-resistant enamel finish. Heavy gauge steel knees. Mail (10 lbs.)
W36 J 3283. 47". 4 knees . . 8.98
W36 J 3284. 53". 6 knees. (12 lbs) 10.98
W36 J 3286. 65". 8 knees. (16 lbs).12.88

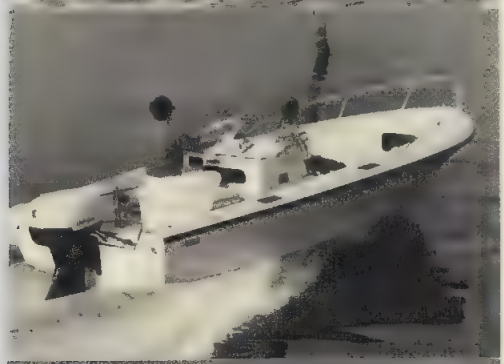
Easy-balance snow glider

4 Price cut $1.90 from last Christmas! Great fun for gliding in all snow conditions! Join 2 to 10 sleds together to form snow train (2 shown). Wide track running surface with low center of gravity for fast, well balanced steering . . . just shift weight! Polyethylene; 37x18x5 in. high. Moisture.
W36 J 3102. Sh. wt. 4 lbs. Each 6.98

Backyard skating rink

5 So much fun . . easy to assemble. Simply join ends of rustproof 10-gauge aluminum wall, slip in heavy gauge 2 mil polyethylene plastic liner and clip on (4 mil. for 28-ft. rink). 6-in. high wall with safety edge (4-in. on 16-ft.). Instructions. Mail.
Z36 J 3269. 16-ft. diam. (8 lbs.) . . 7.98
Z36 J 3270 20-ft. diam. (10 lbs.). 12.98
Z36 J 3271. 24-ft. diam. (13 lbs.). 16.98
Z36 J 3272. 28-ft. diam. (20 lbs.). .27.98

Budget Power terms are lowest ever, with longer time to pay



Trend Setting Boats —
Outboard Powered.

Boston Whaler first created the all-weather, all-water pocket sportfishing idea

Aquasport entered the market for a similar purpose at maximum trailerable size with clean new ideas. Mako branched out with variations on the theme, lately followed by Robalo. Boston Whaler's Outrage, soon to bow, may complete a revolution.

All are designed by and for honest watermen, for fresh water and salt. None have permitted "stylists" to dictate. Each has been extensively copied, both slavishly by small builders and detail by detail by big business-like ones.

Each is outboard powered —

— as a high quality, personal small boat should be.

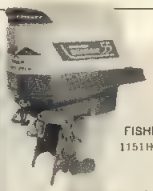
Such boats as these don't depreciate with the early demise of a built-in power plant. Rather, personalizing modifications improve them with age, like wine. None can be stalled or made helpless by a swamping sea. None is subject to the fuel vapor hazard shared by all inboards and I/O's. Each is propelled by machinery the most reliable the industry has yet devised.

Bearcat — 4-cycle outboard power:

As these boats compare to the average, so does Bearcat 4-cycle compare to other outboard power. At modest extra cost . . . important valuable features for those who truly care, viz:

- — Very highest reliability
- — Drastically reduced operating cost
- — 50 - 100 percent more range
- — No oil mixing or oil smoke to smell (and no pollution in the water)

A colorful 4 page brochure elaborates; the yellow pages locate the Fisher Pierce dealer waiting to show you your Bearcat *



FISHER-PIERCE **BEARCAT**, INC.
1151 H ngham St. Rockland, Mass 02370

* If you catch your dealer out of stock phone us collect for reference at 617-878-7100

PORTABLE POTTY

A line of marine toilets of several types and many sizes across a wide price range is offered by Corlon for 1970. The newest model, Tota-Toilet Model 1121, can be carried anywhere, breaks into two parts for easier handling, is built of polyethelene, carries a fresh water tank with capacity for over 100 flushes, and has a holding tank that will accommodate up to 65 usages.

Five previously offered models complete the line which includes a pair of electrical models (1108 and 1115) that recirculate and can be combined with holding tanks; another pair of manual models (1120 and 1096)—one recirculating, and three (1101, 1088, and 1065) that look like small footstools but which enclose hidden toilets

Corlon Mfg. Co.
1711 Floradale Ave
So. El Monte, Calif. 91733

AUXILIARY GENERATOR

The Auto-Gen generator, a 115-volt AC auxiliary generator engineered to supply current for appliances, electronic gear, etc., is a product of Mercantile Manufacturing Co.

The Model 52A, says the company, is run by the boat's engine and supplies 4,000 watts for continuous duty at a near-constant 60-cycle frequency. The generator has a high-strength cast aluminum base and an input shaft that is fitted with self-aligning pressed-in bearings. The Auto-Gen is sold by marine, farm, and construction equipment dealers throughout the United States.

Mercantile Manufacturing Co., Inc.
Box 895
Minden, La. 71055

meant to be taken lightly

anywhere!

Sportable! 38 pounds of light-hearted fun—that's the Dayton Sportyak. You can pack it on a car-top or stow it in the trunk. Carry it with ease to the shore. Launch it in minutes—*and go!* Rowing, cruising, sailing—anywhere the fun is, on any kind of water.

It's a great little boat for fishing and hunting—steady and stable in the water. Ideal for surfing, swimming, skin-diving, too. As for kids, just pile 'em aboard. Sportyak's built for buoyancy—molded of tough, rigid polyethylene by a patented process that makes it the safest small boat afloat. And it's completely care-free. No cracking—no peeling—no caulking, no painting!

Available now in three basic models, plus accessories designed for all kinds of sports. Price? You'll find Sportyaks on sale near you for as little as $100

Write today for colorful new illustrated brochure and the name of your nearest Sportyak dealer!

DAYTON Sportyak®
the largest selling, safest small boat afloat!

DAYTON MARINE PRODUCTS
Woodall Industries, Inc.
7565 E. McNichols Road • Detroit, Michigan 48234
Subsidiaries of Libbey-Owens-Ford Company

SAFETY VEST

A new safety flotation vest, called Warm-Buoy, for boatmen and fishermen, is insulated with Uniroyal's Ensolite, a new closed-cell PVC material that equals eiderdown as an insulator and exceeds cork in flotation value. According to the company, the vest looks like, and is, as comfortable as a conventional quilted vest, yet not only supports a fully clothed man in the water, but also offers protection against rain and cold.

Other features include freedom of movement, a heavy-duty full-length zipper, and four roomy pockets. Vest sizes are available for every member of the family, in a choice of colors.

Midwest Mfg. Co.
Box 239
Eaton, Ohio 45320

LOUVER VENTILATORS

Louver-type ventilators up to 6" in diameter are the business of Midget Louver. They produce these small vents in a wide variety of styles and materials including anodized aluminum and copper, either plain or chrome plated. The vents are produced in adjustable and non-adjusting types, with and without screens. Sizes down to 1" in diameter are produced to satisfy ventilation requirements in even the smallest most inaccessible location

Midget Louver Co.
800 Main Street
Norwalk, Conn 06852

MARINE MUFFLERS

Made of Du Pont Neoprene, these water-cooled marine engine mufflers are said to be tough and resilient. They won't rust, corrode or burst from freezing. Sixteen models of Elastomuffle are offered for transom mount, inboard mount, offset, and V-8 twin exhausts. Horsepowers to 375 can be accommodated

Apex Equipment Inc.
4001 21st Ave.
Seattle, Wash 98199

Salty and seaworthy.

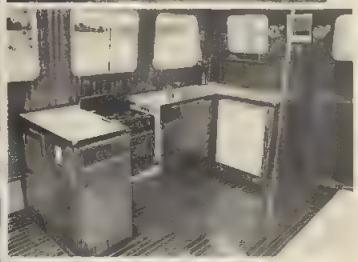
The Offshore 42 combines the superb finish of a fine yacht with a tough trawler-like hull. It's all fiberglass constructed to give you rugged protection of shaft, propeller and rudder on either twin or single screw. You have an option of single or twin diesel, with a standard fuel capacity of 350 gallons, a cruising range of 800 to 900 miles. Optional extra 150-gallon tank increases cruising range to well over 1000 miles.

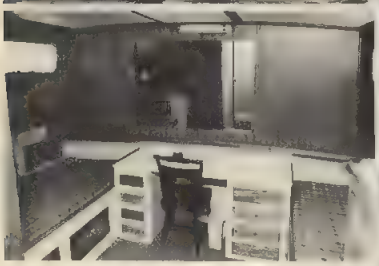
Five distinct living areas include: a salon and owners stateroom with washroom and shower; a guest stateroom with washroom; a fiberglass flying bridge that completely encloses the entire cabin roof for safety and protection; a spacious lounge deck; and a deckhouse measuring 15 feet from forward to aft bulkhead with room for a large galley, convertible divan, easy chairs, lockers, book shelves, storage for electrical devices and other conveniences.

Make the Offshore 42 your property. It's great cruising for four to six people, an ideal retirement home for a couple because of its comfort, seaworthiness and economy of operation. Basic price: $45,270.

Write Bristol Yacht Company, Custom Division, Bristol, Rhode Island 02809.

bristol yachts





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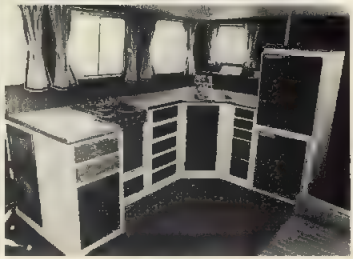

Salty, seaworthy, and safe.

The Offshore 42 combines the superb finish of a fine yacht with a tough trawler-like hull. It's completely American built – all fiberglass – with hand lay-up of hull, deck and cabin. All fiberglass means rugged protection of shaft on twin or single screw.

With the Offshore 42 you get a choice of a safe, economical single or twin diesel. Standard fuel capacity is 350 gallons. Cruising range is 800 to 900 miles. Optional extra 150-gallon tank increases cruising range to well over 1,000 miles.

Five distinct living areas include: a salon and owners stateroom with washroom and shower; a guest stateroom with washroom; a fiberglass flying bridge that completely encloses the entire cabin roof for safety and protection; a spacious lounge deck; and a deckhouse measuring 15 feet from forward to aft bulkhead with room for a large galley, convertible divan, easy chairs, lockers, book shelves, storage for electrical devices and other conveniences.

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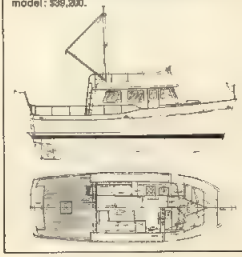
Write Bristol Yacht Company, Custom Division, Bristol, Rhode Island 02809.

bristol yachts

The Bristol 37 gives you the same outstanding performance, economy and safety as the Offshore 42. It's just a wee bit smaller. Sedan model (shown below) $36,500. Aft-Cabin model: $39,200.



THERE AREN'T MANY SEA LIONS IN THIS WORLD.

Or many people who can really appreciate these boats. But if you can, the Sea Lion is a unique motor sailer Nothing like her is being built today.

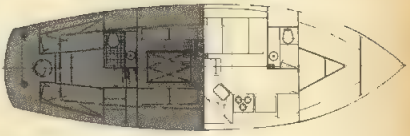
Designed by Eldridge-McInnis and custom crafted by Bristol Yachts, the Sea Lion has a generous mainsail and jib as well as a seven-knot diesel.

She combines the strength of fiberglas in hull, deck and cabin with the beauty of fine mahogany and teak. And she's available in the standard or dinette layouts shown here

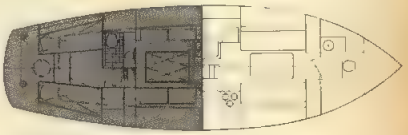
As you can envision from studying either, the Sea Lion provides solid comfort for cruising or living aboard. This boat is a well-appointed home afloat for a couple, good cruising for two couples, and accommodates six or eight people for shorter trips. From $47,500.

Write Bristol Yacht Co., Inc., Custom Boat Division, Bristol, Rhode Island 02809.

bristol yachts



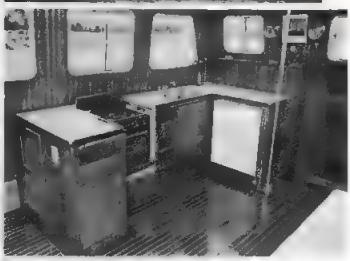
Standard

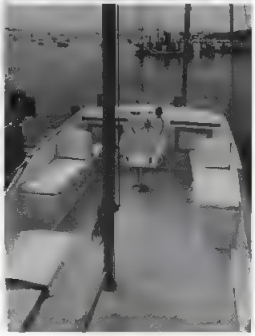


Dinette

Basic Dimensions:	
L D A	38'-11"
LWL	33'-4"
Beam	12'-8"
Draft	5'-0"
Ballast	5400#

For island hopping, the draft can be reduced to 4'-0" by adding slightly more ballast.





Salty and seaworthy.

The Offshore 42 combines the superb finish of a fine yacht with a tough trawler-like hull. It's all fiberglass -- constructed to give you rugged protection of shaft, propeller and rudder on either twin or single screw. You have an option of single or twin diesel, with a standard fuel capacity of 350 gallons, a cruising range of 800 to 900 miles. Optional extra 150-gallon tank increases cruising range to well over 1000 miles.

Five distinct living areas include: a salon and owners stateroom with washroom and shower; a guest stateroom with washroom; a fiberglass flying bridge that completely encloses the entire cabin roof for safety and protection; a spacious lounge deck, and a deckhouse measuring 15 feet from forward to aft bulkhead with room for a large galley, convertible divan, easy chairs, lockers, book shelves, storage for electrical devices and other conveniences

Make the Offshore 42 your property. It's great cruising for four to six people, an ideal retirement home for a couple because of its comfort, seaworthiness and economy of operation. Basic price: $45,270.

Write Bristol Yacht Company, Custom Division, Bristol, Rhode Island 02809

bristol yachts

1970 BROADWATER 25'
6,795 FOR PLANT
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COLOR BROCHURE AVAILABLE
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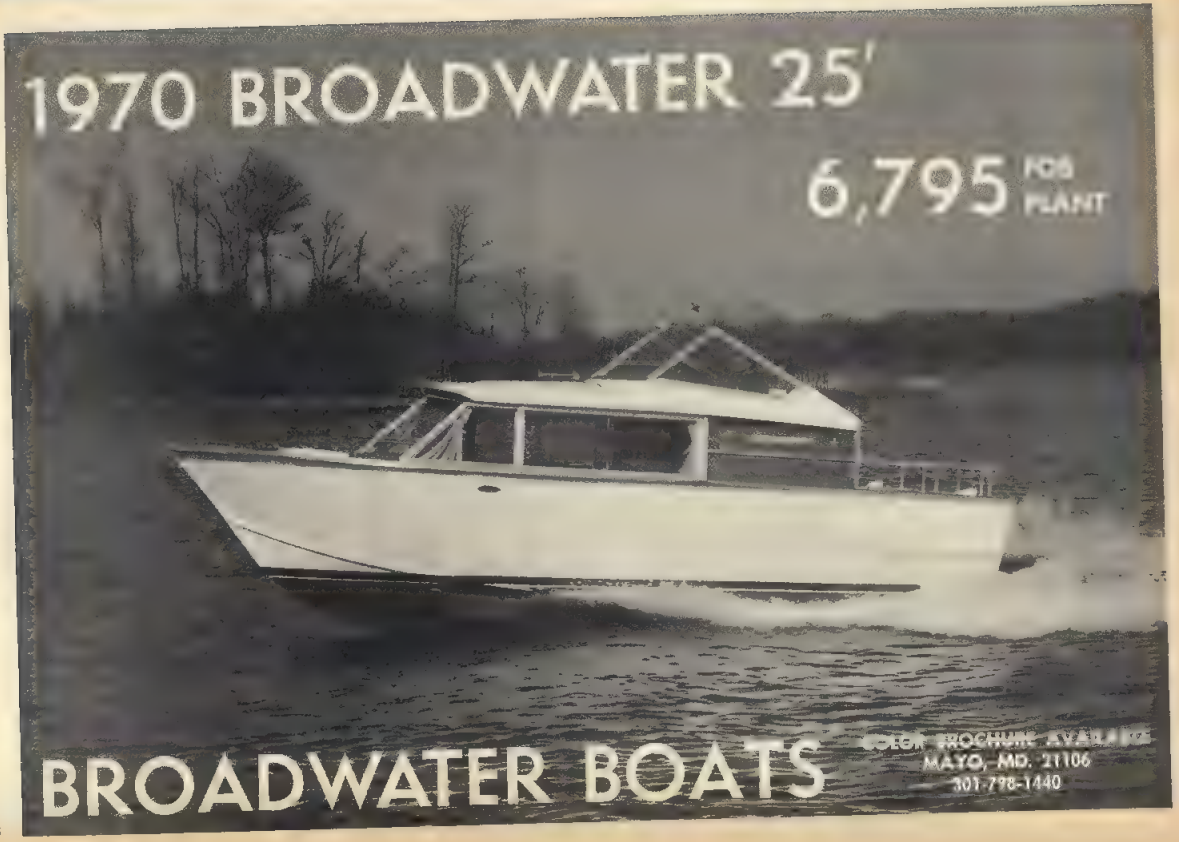
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1970 Broadwater 29' Explorer
10,600 F.O.B.* Plant
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BROADWATER

33′ Convertible Sedan $12,800

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29′ Explorer $10,600

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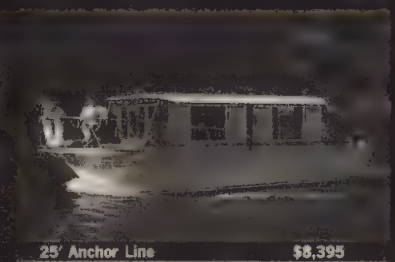
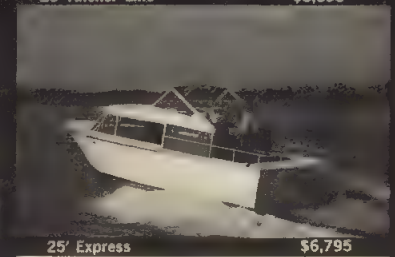
27′ Fishawk $7,898



25′ Anchor Line $8,395



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BROOKPARK Break-Resistant Melamine Dinnerware

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Oriental dining in circles of tropical hot shades of Cinnamon Tangerine and Beige Decorated 10⅜" Dinner Plates, 8" Saucers, 7⅛" Luncheon Plates and 12⅛" Chop Plate Accessory pieces in Cinnamon.

9627H2330—45 Pc Set Ship wt 14 lbs.
Sugg. Retail $34.95

JAMAICA

Contemporary Bands in hues of Avocado, Turquoise and Olive Decorated 10" Dinner Plates, 6" Saucers, 7⅛" Luncheon Plates and 12⅛" Chop Plate Accessories in Avocado

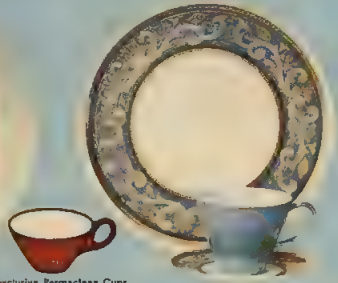
9628H2330—45 Pc Set Ship. wt. 14 lbs.
Sugg. Retail $34.95

NASSAU

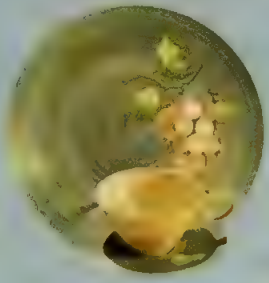
Elegant simplicity in blends of cool of the sea colors of Bristol Blue, Olive and Powder Blue Decorated 10" Dinner Plates, 6" Saucers, 7⅛" Luncheon Plates and 12⅛" Chop Plate Accessories in Bristol Blue

9629H2330—45 Pc Set Ship. wt 14 lbs.
Sugg. Retail $34.95

Set Composition: 8 each Dinner Plates, Salad Plates, Saucers, Soup/Cereal Bowls, Cups 1 each Vegetable Bowl, Platter or Chop Plate, 3 Pc. Creamer & Sugar Set.



Exclusive Parmaclean Cups with Genie and Antigua Patterns



GENIE

A bright and distinctive design, outstanding in every way. Red and black design trimmed in gold on sparkling white background. Decorated 10¾" Dinner Plate, 8" Salad Plate, 6" Saucer Accessories in Christmas Red

5507H2663—45 Pc. Set. Ship. Wt. 17 lbs.
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ANTIGUA

The accents so popular today. Gold and green serpentine designs against blue encircled by bands of gold and green. Decorated 10" Dinner Plates, 8" Salad Plates, 6" Saucers and 12⅛" Chop Plate Accessory pieces in Bonnie Blue

5308H2663—45 Pc Set. Ship wt 14 lbs. **Sugg. Retail $39.95**

NAPA VALLEY

Refreshing look of the finest stoneware . . all-over color of Olive Green makes a handsome background for grape cluster of Burnt Orange, Olive Green and Gold pattern produced from hand-painted original. Decorated 10¾" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12⅛" Chop Plate Accessories in Gold

9519H2663—45 Pc Set. Ship wt. 17 lbs. **Sugg. Retail $39.95**

BROOKPARK 53-Pc. Service for 8

Includes 8 Footed Water Goblets

◀ LEAF MYSTERY

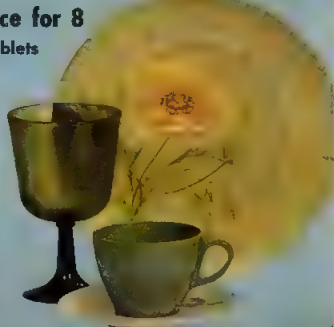
A smartly styled leaf pattern on a light beige background. Decorated dinner plates and saucers. All other pieces are sandalwood, with 8—14 oz. amber goblets.

5679H1997—53 Pc. Set. Ship. wt. 15 lbs.
Sugg. Retail $29.95

POPPY ▶

Smart table set will enhance every meal. Avocado background with poppy floral pattern. Decorated dinner plates and saucers. Serving pieces are avocado, with 8—14 oz avocado goblets

5680H1997 53 Pc Set Ship wt 15 lbs
Sugg. Retail $29.95



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There's excitement in store when you take the helm of a Buehler-Jet. The performance will please the most demanding skipper. Striking styling will make you the envy of the waterfront. Best of all, Turbo-power marine jet propulsion makes this the safest boat in the water around sizers, swimmers or children. Write for your free copy of the Buehler-Jet color catalog and location of nearest dealer.
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Low cost • Super strong • Corrosion proof — will not flame • Non corrosive non conductive • Noise absorbing • Lightweight • Glass asbestos spiral construction • Unlimited life — Yacht Safety Bureau approved — Bulletin #E31-4-1268-1	Eliminates propeller shaft wear and scoring • Low initial & low cost • Replaces existing • Increases RPM'S and H.P • Installs quickly on new or worn shaft • Blocks electrolysis	Reduces engine, shaft propeller vibration • Handles any engine size garment • Protects gear and shock • Blocks electrolysis • Installs easily while you wait — no cutting • Low cost • No maintenance • Outlasts life of motor	Absorbs vibration • Prevents engine movement resulting in misalignment, vibration noise, wear • Easy to install • Lightweight • Indestructible • No replacement costs • No observable effect by ozone, solvents or petroleum products • Cannot burn • Resists cold to 80°F

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Marine Division/West Hanover, Mass. 02339
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COMING EVENTS

CONTINUED FROM PAGE 32

MARYLAND

February 7-15—Baltimore. Chesapeake Bay Boat Show, Fifth Regiment Armory. Sats., noon to 10:30 p.m., Sundays, 2 p.m. to 8:30 p.m. Weekdays 4:30 p.m. to 10:30 p.m. Sponsored by Exhibitors Inc. Managed by Mrs. Dorothy Innes, 1006 Cathedral St., Baltimore 21201 Phone 301-837-1975

MASSACHUSETTS

February 7-15—Boston. International Boat Show, War Memorial Auditorium. Daily 1 to 10 p.m., Sun. 12 noon to 7 p.m. Sponsored by New England Marine Trade Assoc. Managed by Frank J. Farrell, 1500 Worcester St., Chestnut Hill 02167 Phone 617-734-8500

February 20-March 1—Boston. New England Boat Show, Suffolk Downs. Daily 1 to 10:30 p.m. Sun. 11 a.m. to 11 p.m. Sponsored by Boston Herald Traveler Municipal Trade. M. Flanagan, Boston Herald Traveler, 300 Harrison Ave., Boston. Phone 617 426-3000

MICHIGAN

January 31-February 8—Detroit. Michigan National Boat, Sports & Vacation Show, Cobo Hall. 12 to 10 p.m. Managed by Robert M. Gordon Exhibitors Inc. 18040 James Couzens Highway, Detroit, Mich. 313-341-1484

NEVADA

March 12-15—Las Vegas. Las Vegas Boat, Sports & Travel Show, Convention Center. Managed by Edw. Greenband Enterprises, Suite 901 Del Webb Bldg. 3800 N. Central, Phoenix, Ariz. 85021 Phone 602-277-4748

NEW JERSEY

February 7-15—Cherry Hill. 9th annual New Jersey Boat Show, Exposition Center, Garden State Race Track. Weekdays 5 to 11 p.m., Sats., noon to 11 p.m., Suns., noon to 7 p.m. Managed by Maxwell Associates, Suite 702, 1 Cherry Hill, Cherry Hill 08034. Phone 609-662-3737

February 21-March 1—Asbury Park. 17th annual Jersey Coast Boat Show. Convention Hall Daily, 1 p.m. to 10 p.m., Sun., 1 to 7 p.m. Produced by Jerry Gasgno, Convention Hall Asbury Park 07712. Phone 201 776-6260

NEW YORK

February 4-8—Syracuse. Central New York Boat Show, War Memorial. Weekdays 3 to 10 p.m.; Sat. & Sun., 1 to 10 p.m. Sponsored by Marine Dealers Assoc. of Central N.Y. Managed by W. Arthur Knorr, 409 Empire Bldg., Syracuse Phone: 315-472-5431

February 14-22—West Hempstead, L.I. Marine Recreation Boat Show, Island Garden. Sat., 11 a.m. to 11 p.m., Sun., 2 to 9 p.m., Weekdays, 6 p.m. to 11 p.m. Sponsored by Marine Recreation Boat Show. Managed by Eddie Van Nostrand 2541 Aiten Place N., Westbury, N.Y. Phone: 516-333-3311

February 27, 28-March 1-Binghamton. 31st Annual Boat Show, New York State Armory, General Chairman Kenneth H. Inman, 7 Cooper Dr., Appalachin, N.Y. 13732

February 28-March 8—Buffalo. 51 annual Buffalo Boat, Travel & Sport Show. Memorial Auditorium. 2 p.m. to 11 p.m. weekdays, 11 a.m. to 11 p.m. Sat. & Sun. Managed by Kenneth F. McGrodler, 54 Cornell Ave., Buffalo 14211 Phone 716 893-1533

March 20-22—White Plains, N.Y. Westchester Boat, Sport & Camping Show, Westchester County Center. Fri. 2 to 11 p.m., Sat. 11 a.m. to 11 p.m., Sun. 1 to 7 p.m. Sponsored by Annual Enterprises. Managed by Ella L. Coccoboni, 22 W. 1st St., Mt. Vernon 10550 Phone, 914-SC 5-3371

OHIO

February 7-15—Columbus. Columbus Sports Vacation & Travel Show, Coliseum, Ohio State Fairgrounds. Sat. & Sun., 1 to 11 p.m., Weekdays, 6 p.m. to 11 p.m. Sponsored by Columbus Dispatch Charities. Managed by Barbus Productions, 7060 Greenfield Dr., Cincinnati 45224 Phone: 513-522-7330

February 14-22—Toledo. 12th Annual Boat & Sports Show, Sports Arena. Toledo Marine Dealers Assn., 1 Main St., Toledo 43605

From the Burger Boat Yard have come some of the most important design and construction innovations in yacht-building to occur in the past half century.

BURGER, first with a steel hull for pleasure craft offering greater safety, easier maintenance and more spacious interiors with tanks built integral with the hull.

BURGER, pioneer in flush-deck cruiser design.

BURGER, the builder of the first and largest all-welded aluminum craft in the country . . . a concept which has revolutionized the industry.

BURGER, repeatedly breaking their own records in size and hull performance in recent years.

BURGER, since 1863, a Boat Yard steeped in the traditions of yacht-building, unsurpassed for fine craftsmanship.

If you happen to be an "avant garde" yachtsman with some old-fashioned ideas about quality and workmanship . . . See Burger first.

Our new brochure on the Burger 66 in Aluminum, Standard Cruiser or Houseboat Deck Arrangement is ready. Your inquiries on Burger Standard hulls and custom-building are welcome

Burger, the pace-setter!

SEE BURGER BOAT COMPANY, INC. AT THE ESSEX HOUSE DURING JANUARY BOAT SHOW

Do you know this harbor?

Located on the easternmost of the cays of Little Bahama Bank, this attractive landlocked harbor is popular with yachtsmen cruising the "Out Islands." Approaching from the northwest leave Parrot Cay on the starboard hand. Head for a point between the two old quarries you will see on the cliffside, then turn left about one hundred yards offshore and proceed northeast to the entrance which is about a quarter-mile north of Elbow Cay Light. This distinctive red and white candy-striped structure one hundred and twenty feet high shows a white group flash every fifteen seconds that is visible for fifteen miles. On entering, stay on the southwest side of Eagle Rock which divides the passage. The channel, which can carry seven feet at high water, leads south to the center of the harbor past a deep cove to starboard which is one of the best hurricane holes in the islands. Good anchorage can be found off the town in twelve to fifteen feet and a new marina on the western shore provides fuel and service. Fresh fruits and vegetables are available at local stores, which also have a limited supply of frozen foods. The village has post office facilities and a wireless station for weather reports. This is Hopetown, the most photographed harbor in the Abacos, a quaint, tropical seafaring community.

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Flying Device 'flies' Billy on string
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EXCLUSIVE!
Deluxe Billy Blastoff Space Scout Set
11.99
New Apollo Rocket with realistic space action!
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BOING "BOING"
APOLLO
N
Spaceship with circling Astronaut
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1 to 3 From across the black void of space come the Zeroids, strange alien creations with superhuman powers. Each has its own pair of specialized hands plus interchangeable magnetic and throwing hands. They run on battery powered motors–forward reverse, inhumanly tireless. They grab pinch, carry claw attract throw, push, pull and haul Awesomely detailed plastic. Each about 6½" high Uses 2 penlight cells* (not incl.)

(1) **ZOBOR—the Bronze Transporter.**
49 N 28 441—Gripper claws. Reg. 6.29 **5.49**

(2) **ZINTAR –the Silver Explorer.**
49 N 28 442—Gripper fists. Reg 6.29 . **5.49**

(3) **NEW! ZERAK—the Blue Destroyer** with solar cycle, 9" diam plastic space vehicle. Zerord rides inside propels cycle forward
49 N 28 444—With hook hands **6.49**

NOW SAVE 12%
on amazing
Zerords
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Jyro Only
2.98

NOW SAVE $1.00
Jupiter Jyro Set
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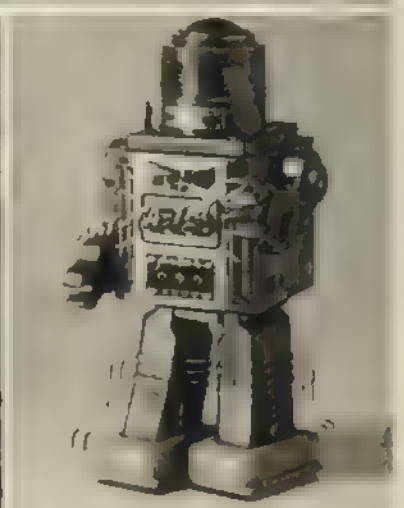
4 Spinning space-toy performs tricks that defy gravity. Accessories multiply its amazing powers for almost unlimited play value. Secret is the Jyro's ability to keep its orientation under any conditions. Accessories: mini space car, 9" diameter plastic ring, stands, caps chain etc. Jyro spaceship 5½" diameter in sturdy plastic. Takes 2 'C' batteries* (not included) Regularly 5.98
49 N 28 108—Instruction sheet included. **4.98**

5 Jupiter Jyro Only. Save $1.00. Regularly 3.98.
49 N 28 109—As above with stand only **2.98**



The Mechanical Marauder—a futuristic soldier that walks forward with a clicking noise as body rotates and chest guns flash. Metal and plastic construction. 8¾" high. Takes 2 'C' cells* (not incl.)
49 N 28 050—Gold color. Each. **2.99**

WIZ-Z-ZER® Tack Tray Set. It spins its way through all kinds of fun games. Set contains 1 WIZ Z ZER, 1 hi-impact styrene tray, maze slate and jump ramp inserts, 6 pop up spinners, 3 trick tips.
49 N 28 732—Instructions . . . **4.49**
WIZ-Z-ZER Bonehead, 1 pin, 1 ring
49 N 28 736—Fluorescent . . . **1.59**
WIZ-Z-ZER Mach I, 1 pin, 1 ring.
49 N 28 735—Asstd decals **1.59**

A Amaze-A-Matic Volkswagen —exclusive with Simpsons-Sears. Runs like a real car without wires or remote controls. Punched cards direct the car's actions. Comes with 6 pre-punched cards, 12 blank cards you can program yourself, 12 cardboard road signs, 2 plastic pylons. Car about 7" long with rear sticks, decals. Uses 2 penlight cells* (not incl.)
49 N 28 421—Delivered **6.99**

B Remote-Control Snowmobile Exclusive with Simpsons-Sears. Runs forward or reverse, turns left or right with hand control push-buttons and steering wheel. Driven by 2 rubber treads. Metal and plastic constr. Approx. 9" long, 7" high. Vinyl rider. Takes 2 'C' cells* (not included)
49 N 28 478—Delivered . **6.99**

C Computer Truck. Responds to directional changes indicated on 8 blocks that can be arranged in many fascinating sequences. Each block lights up as it takes control. Program truck to obey 2" road signs included. Realistically detailed plastic truck approx. 12" long. Runs on 2 'D' size batteries* (not included)
49 N 28 528—Delivered . . **9.99**

D Remote-Control Dune Buggy Exclusive with Simpsons-Sears. Authentically scaled and detailed. Pneumatic touch-command turns the car left or right, makes it go forward or reverse. Chromed trim, rubber tires. High-impact styrene body, approx. 7" long. Uses 1 'C' cell* (not incl.)
49 N 28 100—Delivered . . **3.99**

E Power-Blocks Vehicle Set Basic battery and motor-blocks activate any of the many vehicles you can build. Fasten transparent tinted blocks together, watch colored gears move inside them. 82-piece set includes battery and motor blocks, steering wheel, 4 gear blocks, nose piece. Size 8½" long, 5¾" high. Uses 2 'C' batteries* (not included)
49 N 28 527—Delivered . **9.99**

F Remote Control Corvette. Responds rapidly to pneumatic hand control. It starts, stops, turns left or right, goes forward or reverse. High impact high-gloss plastic shell with metalized chrome trim. Rubber tires. 1/12 scale, about 13⅛" long 3½" high. Uses 2 'D' cells* (not included)
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G Steer-n-Score Driving Test. Try to steer the car along the dotted line on the moving road. Red light flashes and bell rings as accuracy points are scored. Metal and plastic construction. Size approx. 20" long x 9" wide. Uses 2 'D' cells* (not included)
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H Car-and-Cargo Ferry. Rolls on the floor, floats in water. Crane loads and unloads cargo, hatch covers open for below-deck storage, cars and trucks roll up loading ramps. Authentically detailed plastic ferry, asstd. pieces of cargo, trucks, cars, scaled figures. 30" long overall
49 N 28 275—Reg. 5.49 . . **4.49**

*ALL BATTERIES FOR TOYS ON THESE 2 PAGES SOLD ON PAGE 44

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Toys available until JULY 3, 1971

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CFL Deluxe Electric Football
Realistic action!
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Canadian football city pennants

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59 game chest
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5.99

Pound the ice from around the figure but don't dump him into the lake or you'll be all washed up in this game.
49 N 23 362—Delivered 3.99

'Don't Break the Ice'

3.99

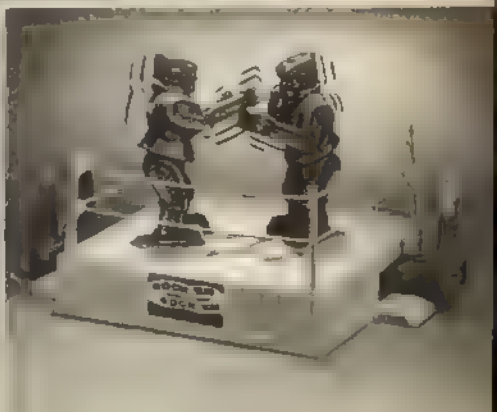
Wallop the thumb before it steals all the chips! An exciting competition game for youngsters. Easy picture rules.
49 N 23 076—Delivered 3.99

Get the 'Big Thumb'

3.99

Mystic Ouija Board tells fortunes!
49 N 23 285—Delivered 1.99

'Bang Box' hammer in nails, don't pop balloon.
49 N 23 090—Delivered 4.99



'Rock 'em, Sock 'em' Robots—box like real ring!
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Magic Kit with 39 great tricks.
49 N 23 307—Delivered . 3.99

'Phoney Baloney'—a real puzzle.
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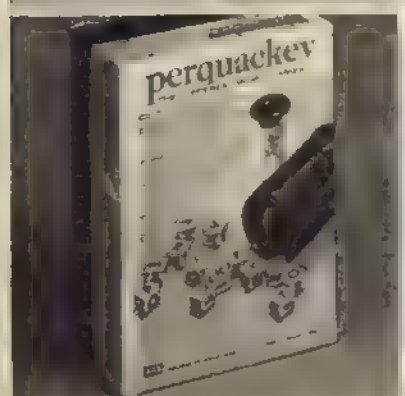
'Hands Down' is a winner!
49 N 23 154—Delivered 4.99

'Mystique Astrology'—
49 N 23 352—Delivered .. 6.99



'Perquackey' great new word game tests and builds vocabulary.
49 N 23 363—Delivered 2.99

'Tip-It'—the balancing game that the whole family can enjoy.
49 N 23 155—Delivered 4.99

'Slip Disc' pick a peg . . . down goes the other player's disc.
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'Spring Chicken' has a surprise!
49 N 23 079—
Delivered 4.99

SAVE $4

'Giggles'

REG ~~12.99~~ **8.99**

A delightful playmate. Press her hands together and this smooshable little girl cocks her head from side to side, rolls her eyes and giggles. Long rooted nylon hair, vinyl body. Bright mod knit dress, sandals.
49 N 18 131—18" tall 8.99

Wardrobe for Giggles and any 18" doll includes pant suit, dress, nightie, hangers.
49 N 18 371 Def'd 3.99

SAVE $5

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REG ~~15.99~~ **10.99**

Tubsy loves water. Fill her vinyl tub with water and bubble bath; when it reaches her tummy she'll start to splash in it with her hands. Out of the tub she wears a kimono and diaper. Eyes close. Rooted washable nylon hair. Vinyl body. Takes 2 D batteries (not included; see P. 44).
49 N 18 192—18" tall 10.99

Wardrobe includes 3 fashionable outfits.
49 N 18 316—Fits Tubsy 4.99

priced lower than Christmas 1969

Toddler Thumbelina Gift Set

7.99

Pull string, she walks in her walker or rides her horse; walks with you, too. Abt. 9" high.
49 N 18 323—Set, delivered. 7.99
49 N 18 324—Doll only 5.99

Wardrobe includes 3 outfits and hangers.
49 N 18 373—Wardrobe, delivered. . . . 2.99

Newborn Thumbelina Gift Set

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Twists and turns like a real baby. Incl. crib, pyjamas, complete layette. About 9" tall.
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49 N 18 322—Doll only . . . 5.49

Wardrobe. Christening dress, 2 other outfits.
49 N 18 372—Hangers included 2.99

Gifts She Dreams About.

A **Pram, Doll and Accessories.** Imagine her joy and excitement when Santa leaves the perfect baby and carriage. Large pram 20" long, 22" high has Blue enameled steel body. Tubular metal pusher and undergear with plastic wheels. Chromed fenders. Matching vinyl hood and apron. Hood folds. 14" baby doll will come alive under that little-girl spell! Soft, cuddly vinyl body with sleepy movable eyes. She drinks, wets and loves to have her hair washed. All dressed up in a lace-and-button-trimmed cotton dress, panties, shoes and socks. Accessories include bottle with cleaner, comb, brush, sponge, powder puffs, rattle, bracelet and a blanket.
79 N 17 006 DLE—Set, delivered 13.98

B **Our Best Doll Pram.** Large quality-constructed steel body finished in Green enamel. Smooth, heavy Floral vinyl folding hood and apron provide a smart contrasting touch. Features coil spring suspension and handy foot brake. Tubular chromed undergear, handle with White plastic grip. Chromed fenders, wire parcel carrier. For baby dolls of all sizes. Rubber tires. About 25½" long; 24" high.
79 N 17 014 DL—Each, delivered 19.98

C **Junior 17¾" Doll Pram.** Sturdy all-metal construction with coordinated vinyl apron and folding hood. Painted metal wheels, plastic tires. Tubular chromed undergear. For dolls up to 16" in length. About 17½" long; 22" high.
79 N 17 002 DL—Each, delivered 8.99

D-E **Sturdy Steel Doll Prams.** Tubular chromed undergear and pusher with White plastic grip. Chromed fenders and wire parcel carrier. Coil spring suspension. Wipe-clean vinyl hood and apron. Rubber tires. Handy foot brake.

(D) **22¾" Doll Pram.** Body is finished in colorful Melon enamel. Floral vinyl hood and apron add a cheery touch. For dolls up to 20" long. About 22¾" long, 27½" high.
79 N 17 016 DL—Each, delivered 16.98

(E) **20" Doll Pram.** Red enameled body. Floral hood and apron. For dolls up to 17" long. About 20" long, 23" high.
79 N 17 071 DL—Each, delivered 12.98

F **Junior Doll Stroller** for the little angel. Folding metal frame; vinyl seat, canopy. Metal footrest, wheels.
79 N 17 001 DL—Plastic tires. About 23" high 4.69

G **Tandem Doll Stroller.** Sturdy metal-frame stroller takes her doll family riding together. Will take one doll up to 18" tall and one doll up to 14" tall. Plastic wheels. Wipe-clean vinyl canopy and seats. Folds for storage.
79 N 17 016 DL—About 20" high 7.99

H **Rocking Doll Cradle.** A precious gift for your little "mother". Solid construction in Maple finished hardwood. Masonite bed board. Cradle can be used without stand as a playpen or car bed. About 26" long, 19" high.
79 N 17 084 DL—Doll not included 9.99

J **High Chair** brings dolly's mealtime to life. Of varnished hardwood with strong braced legs. Has tilt up tray just like a real high chair. Baby fits in and out of chair easily. For dolls up to 20" tall. About 26" high.
79 N 17 065 DL—Each, delivered 5.99

K **Canopy Crib** for her most cherished doll. Sturdy hardwood bed with ruffled cotton canopy. Snowy White enamel finish. For dolls up to 18". About 19½ x 11⅛ x 22" high.
79 N 17 206 DL—Each, delivered 9.98

L **Doll Crib.** Side drops for ease in tending "baby". Sturdy Maple finished hardwood. Rolls easily on casters. Masonite bed board. For dolls to 20". 21 x 17⅛ x 22" high.
79 N 17 086 DL—Each, delivered 8.99

M to P **The Colonial Look** in doll furniture. Sturdily constructed of solid hardwood in the style of 100 years ago. Varnished in rich Maple. For dolls up to 16" long.

(M) **Crib** with sturdy turned legs and posts. Mattress and pillow included. Easy to assemble.
79 N 17 083 DL—About 17 x 10 x 11" high 4.98

(N) **High Chair.** Tray lifts up—doll goes in and out easily. Shipped ready for use. Doll not included.
79 N 17 075 DL—About 18" high; 7 x 7" seat 5.99

(P) **Convertible Dolls' Beds.** Stack them up bunk style or give dolly twin beds. Side rails and ladder included. Complete with pillows and mattresses. Easy to assemble.
79 N 17 074 DL—About 17 x 10 x 16" high. Set 9.99

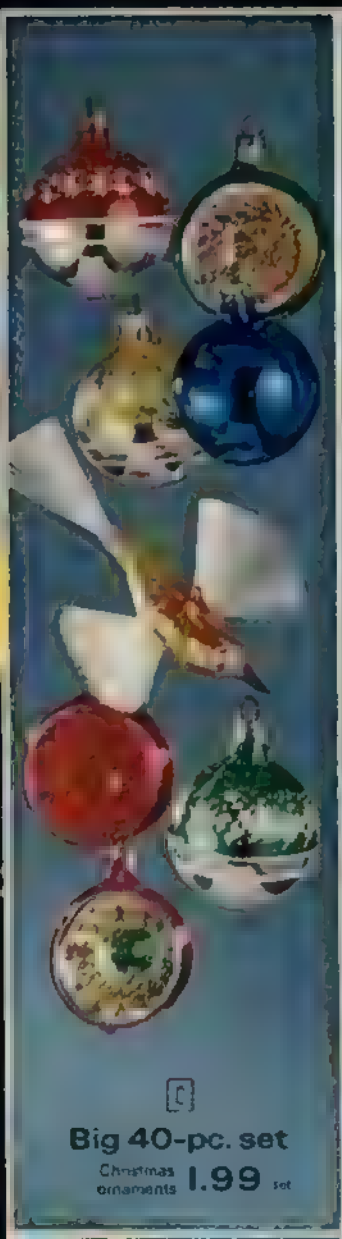
SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

A Indoor Sets 1.49 to 5.49

B

Outdoor Sets
4.49 to 8.99

SAVE $1.00
30 light set
with cord

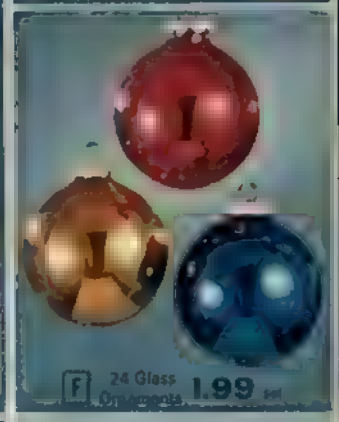


C

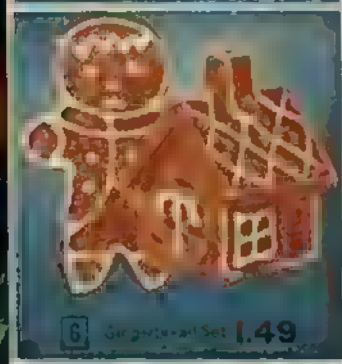
Big 40-pc. set
Christmas ornaments 1.99 set

D 12 Satin Balls 1.99 set

E 24 Glass Teardrops 1.99 set



F 24 Glass Ornaments 1.99 set



G Gingerbread Set 1.49

H 12 Pc. Nativity 8.99 set

J SAVE $3 Santa Suit 21.98

Eldon sets A to D have Snappy Dyna-Mite Motors—Race at Scale Speeds up to 160 MPH

SUPER 'BIG 100' PLUS

A Exclusive set features 3 feet of extra track and 8 extra bridge supports. Now try your hand at the controls as you put the sporty Chaparral or Porsche Carrera through its paces. Interchangeable plastic shells for Ferrari P3 and Ford J, along with more than 100 different layouts you can construct, make this one of the most versatile road-race sets we know of! Over 25 ft. of track. Set includes lap counter, 2-pc. chicane hazard, 6-volt power pack (CSA approved), 2 rheostat hand controls with speedometers, 1 set of banked curve supports, bridge supports, fence sections, flags, poles, start/finish banner. Easy to assemble.
79 N 40 140 DL—Set, delivered **29.98**

Extra Track for Eldon Race Sets. 1/32 scale.
49 N 40 116—Straight track, 4 in set. Set . . . **2.79**
49 N 40 117—Curved track, 4 in set. Set . . . **2.99**

DUNE BUGGY ROAD RACING

B The latest in fun machines goes 'storming' across the sand dunes! Hot little dune buggies bounce over special contoured 'dunes' with their flag antennas waving wildly. New 'drift fence' helps keep them on the sand-colored track when 'blowing' through tricky curves. Exclusive Auto-Start control ensures a fair start: turns power on automatically so both buggies start at the same instant. Includes two speed-control rheostats; 6-volt power pack (CSA approved); 2 chassis assemblies; 2 Dune Buggy shells; over 17 running feet of track; 8 drift fence sections; bank curve support set; flower and design labels; 2 antennas complete with flags. Easy to assemble.
49 N 40 156—Set, delivered **24.99**

EXCITING FIGURE EIGHT SET

C A powerful Ford G.T. and Chaparral roadster challenge each other on this tricky 10-ft. track. Includes 6-volt power pack (CSA approved), 2 rheostat hand controls with speedometers. Bridge supports, flags, poles, fence sections, start/finish banner decals also included.
79 N 40 220 DL—Set, delivered **15.98**

DAYTONA 'SPEED TRACK'

D The fastest, most thrilling set we know of! With its exciting banked-curve layout you can race up to 3 times as fast without spinning out. Track includes 5 piece banked curve, parallel over-pass and chicane hazard—cars veer towards each other, then out again for added thrills. Automatic lap-counter, 2 chassis assemblies, 4 interchangeable car shells: Mustang, Stingray, Dodge Charger, Camaro. 6-volt power pack (CSA approved) and 2 rheostat hand controls with speedometers. Pylon and bridge supports, fence sections, flag poles with colorful flags, start/finish banner.
79 N 40 154 DL—Set, delivered **39.98**

DOUBLE FIGURE EIGHT RACE SET

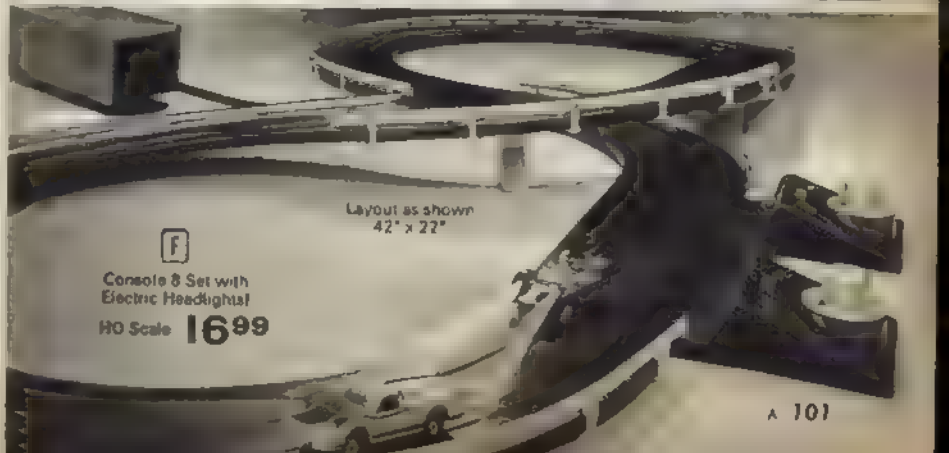
E SAVE 6.00 on this challenging, feature-packed HO scale race set. Take control and develop skill in getting top performance from your Ferrari P3 and Ford G.T. as they chase over 15 ft. of grueling course. Set features 4 banked curves that call for expert ability. The chicane hazard dares you to slow down or crash! (Tracks veer toward each other to allow only one car to pass at a time.) Set forms layout of about 4' x 6' in over-and-under double figure 8. Complete with 2 cars, 2 plunger type hand controls, 12-volt power pack, bridge supports, fence sections, lap counter, flags, poles.
79 N 40 205 DL—Reg. 25.95. Set, del'd . . . **19.95**

NEW! CONSOLE SET BY AURORA

F Take to the track behind the controls of the exciting Ford J or McLaren—'flame thrower' cars with electric headlights! Figure 8 layout with tricky 'wiggle track' section requires driver concentration and skill. Speed Control Console is compact control centre—no loose hook up wires to get tangled. Lap counter molded into the console. Track pieces lock securely together—layout can be hung up when not in use. 10 track sections, trestles, guard rails, 18-volt power pack. HO scale.
49 N 40 229—Set, delivered **16.99**

Extra Track for Aurora HO Scale Race Sets.
49 N 40 233—9" straight track. Set (of 2) . . **1.29**
49 N 40 234—90° curved 9" track. Set (of 2) **1.49**

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971



New HIDE 'N' SEEK

Hide in a doghouse,
hide behind a tree,
hide inside a trash can,
you can't catch me!

Made expressly for Simpsons Sears by IDEAL

4.99

Hide 'n' seek indoors! Whoever is it closes his eyes while you hide . he rolls die and comes looking . if he finds you, beat him home' or you're it! 3-dimensional plastic board
49N23381—11¾x11¾" Del'd. 4.99

Exclusive TV Games

Phone, write or pick up these games at any Simpsons-Sears Catalogue Sales Office, Retail Store or Catalogue Centre

New TRAFFIC JAM

Kids of all ages will love this one! It's the great new tunnel race game that's 'squeezed' full of action-packed fun . . . it's even fun to come in second!

Made expressly for Simpsons Sears by IRWIN TOY

5.99

Grab a plastic ball . wriggle and squirm through the vinyl tunnel to the other end.. switch all 4 balls before the other team—you win!
49 N 23 360—8' long Del'd 5.99

Grey Cup Electric Football

1 Set up teams on the field . . . watch 'em tangle . . . just like a real game. Two action quarterbacks actually pass and kick the magnetic football. Electric vibrating action moves the players . . . just set the defence, plan the offence and switch on the power for exciting realism. Includes Canadian Football League record manual with all records to 1969, exclusive vibro-timer that works while play is on, plus Canadian football city pennants, yardage markers and a magnetic football. Full 3-D stadium with a sell-out crowd. About 21 x 38"
79 N 23 356 DL—Delivered..... .. 14.49

New Bean Bag Toss Game

2 A Simpsons-Sears exclusive—new version of an old fun favorite. Score points with bull's-eyes through target holes. Brightly colored clown 'catches' the bean bags. Metal frame, wire stand. Abt. 16 x 20½" high. 4 bean bags.
79 N 23 356 DL—Delivered. 3.99

Canadian National Basketball

3 Get in the game! Guards, centres, forwards move on turn-and slide-action mechanisms you control—pass, run, shoot from any angle. Realistic hardboard court mounted on steel frame. Separate 'free throw' shot mechanism. Includes scorer at each end of court; plastic basketball
79 N 23 364 DL—Abt. 18 x 32" 11.49

59-Game Family Fun Chest

4 Something for everyone in this giant treasure chest of games! Includes Snakes and Ladders, Tiddly Winks, Dominoes, Parcheesi. Many new games are also included. Endless hours of fun are in store for every member of the family. Many players can play different games all at the same time. 9 boards, each 11" square. With all playing equipment. English and French instructions are included.
49 N 23 000—Set, delivered.. ..... 2.99

Exciting Skittle Bowl

5 A 400-year-old favorite returns now to delight the modern family. The next best thing to having a bowling alley in your home. Enjoy all the thrills and competition of real bowling. It even scores like the real thing. Real wooden pins and ball. Standard is about 37" high. Base is 22" square.
79 N 23 283 DL—Delivered.... ..... 8.49

I Board — 139 Games

6 Games and more games! Plenty of room for every game you can think of with this reversible playing board and all playing equipment. the only thing you won't get is boredom! Includes hockey, bowling, golf, pool, checkers, crokinole, shuffleboard and many more with full instructions in English and French. You get endless variations, so count on hours of family fun. 27" square colorful board with steel frame.
79 N 23 391 DL—Delivered 6.99

7 Revolving Games Stand—perfect for holding board sold above. Tripod stand turns any games board into games table. Folding tubular steel legs. Top section revolves.
79 N 23 249 DL—Each, delivered 2.99

Crokinole and Checker Board

8 Reversible board for the crokinole shark on one side and the checker fan on the other. Attractive varnished wood frame with strong Masonite playing surfaces. Includes wooden discs for both crokinole and checkers.
79 N 23 245 DL—Set, delivered. 5.99

Shop before November 21... no payments until January 1971. See Page 362

A **Deluxe 60" Pool Table** includes everything you need for playing pool. Table has lustrous Woodgrain-finished metal ends and sides. Smooth Green surface cloth for sure, even ball roll. Molded plastic side cushions give balls that lively bounce. Levelers let you adjust height of each leg when table is set up on an uneven floor. Playing bed levelers ensure good balance for maximum performance. Set comes complete with 2 weighted and balanced plastic cues with steel cores, sixteen 1⅛" numbered pool balls. Plus all the extras too . . metal ball-return racks and built-in score counter. Shipped partly assembled. Size about 60 x 32 x 30" high.
79 N 23 281 DL—Delivered 41.98

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

B **52" Pool Table.** Sturdy Masonite playing bed with steel-ribbed supports provides a good solid base. Framework is made of rugged metal, finished in a dark Woodgrain. Plastic cushions have plenty of bounce for good snappy play and response. This self-contained 52 x 28 x 30" high unit features two built-in score counters and automatic ball-return tray. Smooth Green baize bed. 6 pockets. Includes two 27" cues, complete set of 1⅛" diameter numbered balls, bridge, and a triangle. Partly assembled.
79 N 23 194 DL—Delivered 26.98

C **SAVE $1.50 Table-Top Pool Table** . . . exclusive with Simpsons-Sears. Features exclusive realistic Woodgrain plastic construction and numbered set of miniature pool balls. Felt-covered playing surface is about 22 x 14" wide. Automatic ball return and 2 dial-a-matic scoring counters. 2 spring-loaded cues and a triangle.
79 N 23 232 DL—Regular 5.49. Each . . 3.99

1/32 Road Racing by ELDON

START

A

Super 8 Slot Plus Raceway Set

29.98

Layout as shown
4ft. x 9ft.

B

NEW! Dune Buggy Raceway Set

24.99

Layout as shown
48" x 72"

C

Figure Eight Set

15.98

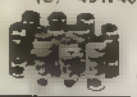
Layout as shown
54" x 26"

All new Mini-Motorific sets by Ideal

Speed Trial Set 5.99

Race against time as man and machine test their skill over famous track layouts. Slick raceways with surprise Spin Around U-turn feature keep the young driver constantly [redacted] Race-ometer with start-and-stop control and sweep second hand. Entire set mini-scaled for action-packed fun! Includes 2 straight, 1 half, 2 quarter and 12 curved tracks, crossover, 2 fences, Spin Around with 2 flags, start-finish track, 1 Mini-Motorific car. Requires 2 'N' size batt. (not incl.—see item D)
49 N 40 706—Instructions incl. Delivered [redacted]

A to C Extra Mini-Motorific Cars. Detailed bodies, metal chassis, steerable front wheels. 3½" long. (Require 2 'N' batteries—not inc. see below.)
(A) 49 N 40 710—Custom Rod.. 2.99
(B) 49 N 40 709—Chaparral 2.99
(C) 49 N 40 708—Porsche [redacted]



D 'N' Batteries for use with Mini-Motorific cars
49 N 40 714-Set(of 8) 1.49

Sprint Racing Set 10.99

Race side-by-side against each other . . the tricks of the track—or the Race-ometer! Start-Finish double track ensures fair start—both [redacted] switched on at same time. 2 lane-changer switches—take the inside lane or switch your opponent to the outside lane. 2 straight, 1 half, 3 curved double tracks; 2 straight, 3 half, 4 quarter, 16 curved single tracks. Lane changer (crossover), crossover single track, stop watch. 2 cars. Requires 4 'N' size batt. (not incl.—see item D)
49 N 40 707—Instructions incl. Set 10.99

The Station Whistle Blows every time the locomotive 'chugs' by puffing 'smoke' from its stack! Realistic railway fun for young engineers! 9-ft. oval track system; 4 straight, 10 curved tracks. Train of sturdy high-impact plastic, goes forward and reverse. Includes reading ramp, coal tender, hopper, caboose, whistling station. Takes 4 'D' cell batteries (not incl.—see P. 44)
49 N 40 252—Set, delivered..... [redacted]

Smoking Train with whistling station!
8.99

Test Your Racing Skill on this exciting figure-8 over-and-under track. 2 deluxe racing cars 'pour it on' over the 6-trestle bridge, through the one-lane bridge chicane. Easily assembled track pieces, 10 fence sections, 2 variable-speed rheostat hand controls, 1 battery box. Uses 6 'D' batteries (not incl.—see P. 44)
49 N 40 114—Layout 20 x 42" Del'd.. 8.99

Over-and-under road race set
8.99

A 99

Kenner's Easy-Bake Mixes

Safe, easy to use . . . make delicious cakes 'n' cookies

1.99 SET to 7.99 SET

Deluxe Cake Mix Set with instructions. 48 mixes include 17 Cake—4 brownie, 3 ginger bread, 1 cherry, 4 devil's food, 2 orange, 3 white; 8 Frosting—1 cherry, 3 vanilla, 4 chocolate; 8 Fudge—3 chocolate, 3 butterscotch, 2 chocolate pecan; 8 Cookie—4 chocolate chip, 2 chocolate drop, 2 pecan; 1 apple pie filling; 1 pie crust, 1 biscuit; 1 pizza crust, 1 pizza topping. Plus 2 bubble gum—1 orange, 1 grape to cook. Metal Utensils: cake tin, 1 cookie sheet. Plastic Utensils: knife, spoon, 4 cookie cutters, bowl, 4 pkg. cake decorations, 50 paper cups, 50 wrappers
49 N 19 435—Set. del'd . 7 99

As Above only 31 assorted mixes, plus 2 bubble gum mixes, 1 cake tin, 4 cookie cutters; 3 packages of cake decorations, 50 paper cups, 50 gum wrappers. Plastic knife, spoon and bowl
49 N 19 434—Set. del'd. . . . 5 99

As Above only 25 assorted mixes plus 1 bubble gum mix, 2 pkg. cake decorations. Paper cups, wrappers. No utensils.
49 N 19 433—Set, del'd . . . 3 99

As Above only 20 assorted mixes, 2 packages cake decorations. No utensils
49 N 19 432—Set. del'd. 2 99

As Above only 14 mixes. No utensils
49 N 19 431—Set. del'd . . . 1 99

Easy-Bake Ovens so your junior cook can learn to bake

A-B Safe-to-Use ovens are completely enclosed; stay cool on outside; have cooling chamber. Operate on 2 light bulbs (not incl.). Plastic. Come with 3 assorted mixes, 3 metal baking tins.

(A) Kenner's Oven is 12¼" x 14"
49 N 19 256—Delivered . . 12 69
(B) Betty Crocker Oven is styled to look like Mom's. About 12¼" x 14"
49 N 19 600—Delivered. . . 14 88

Beauty School Set

9.99

The Perfect Gift for little girls . . lets them learn hair care the fun and easy way. All the necessary items for professional-type setting and styling are included. Soft vinyl mannequin head has moving eyes, lashes and l-o-n-g rooted nylon hair—wash, brush and set it. Head swivels, suction base anchors firmly—has convenient 'pockets' for clips, etc. Set includes 12 plastic curlers, 6 metal clips, 1 hair brush. Measures 13" high. Comes with Ash Blonde hair only
49 N 19 116—Set, delivered. 9 99

Battery-Operated Parking Tower

7.99

- Push-button-controlled elevator moves up and down to 10 different parking areas
- Manual-operated gates and controls move cars in and out of parking areas to and from elevator
- Service station has lub. hoist, grease rack
- Gas pump lights up when entrance gate used

New, exciting service station and parking tower of detailed plastic construction plays host to mini-cars like Hot Wheels™, Dinky® and Matchbox® (cars not included; see item sold at right). Tower comes fully assembled, folds for easy storage. Base area abt. 13 x 14⅜ x 15¼" high. Uses 2 'C' batteries (not incl.; see P. 44).

49 N 28 482—Each, delivered 7.99

Matchbox 6-Car Set **2.77**

Matchbox 10-Car Set **4.44**

'Superfast' Car Sets From the Matchbox® Series. Sturdy die-cast metal cars with detailed craftsmanship and high-powered performance—each carefully made to scale. Realistic features like 'Mag' wheels, Super-Spension to protect axles, some with opening hoods and doors. As shown.

49 N 28 465—6-car set. 2.77

49 N 28 466—10-car set 4.44

Just push buttons!

Remote-Control 16" Transport Hauls up to 14 Mini-Cars

9.99

Without cars or batteries

Tailgate drops down

Ramp lowers for unloading

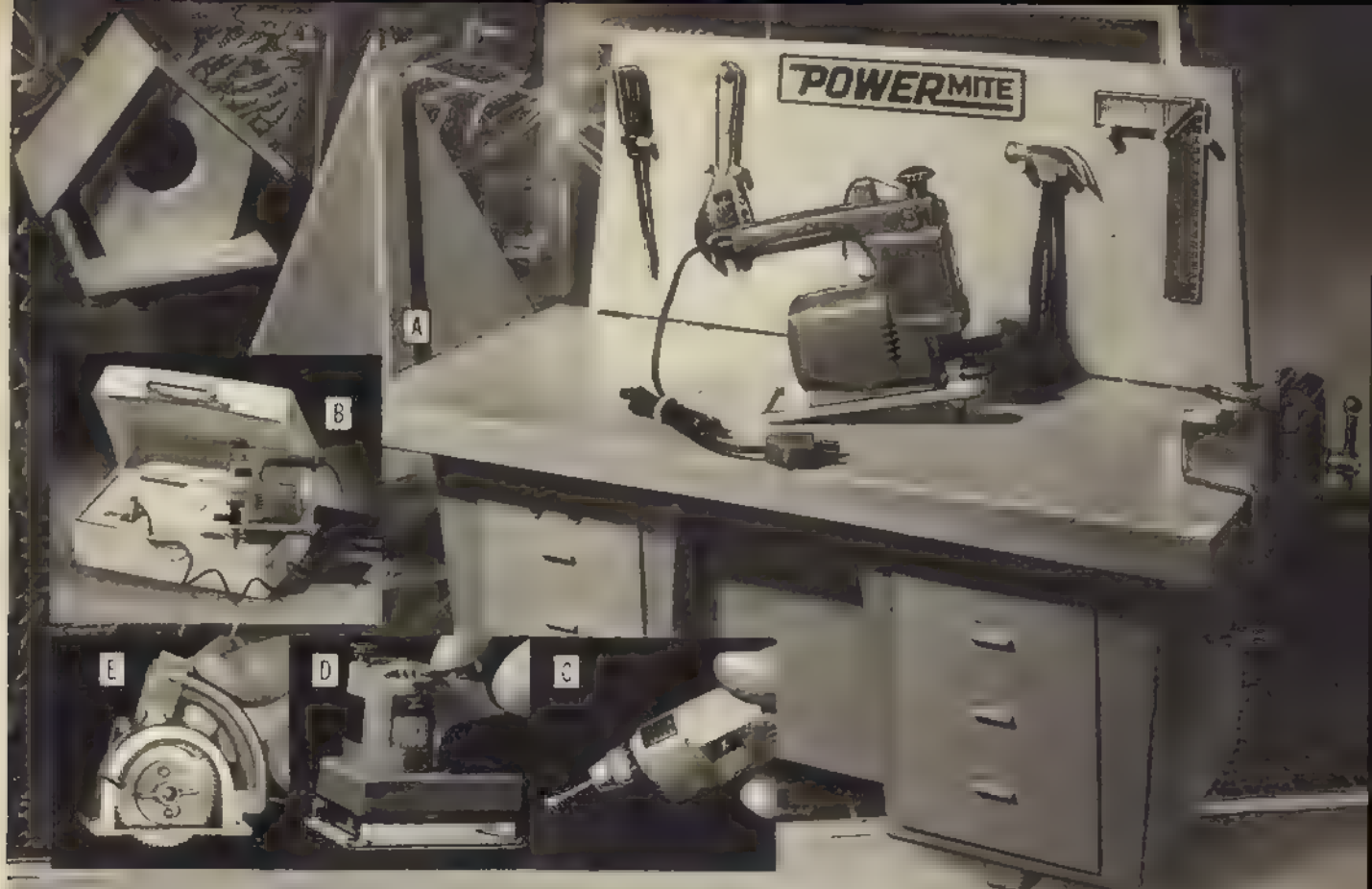
Side wheels lower to raise trailer

Cab unhooks and moves out

All-Action Auto Transport Truck runs forward, backward, turns right or left, tailgate and ramp drop down to unload, and side wheels lower to raise trailer and unhook cab—just by the push of buttons! Cab and trailer are sturdy, high-impact plastic with detailed cab interior. Realistic features include rubber tires and even rear view mirror! Hooked together, they measure abt. 16" long, 4" high. 6-button plastic remote-control unit has 3½-ft. cord. Uses 4 'C' batteries (not included—see P. 44).

49 N 28 475—Transport, delivered 9.99

For mini-cars, see sets sold above, also on P. 45 and 47



A Junior Power Workshop . looks just like Dad's! Power Mite Mini Tools cut saw, sand and drill balsa wood and Styrofoam yet low power can't harm hands. High-impact plastic workbench has hinged top for access to battery compartment. Includes sabre saw (with extra blades) that plugs into battery-powered workbench outlet—it cannot plug into any kind of household outlet anywhere. Pegboard back stores carpenter square, hammer, screwdriver, C-clamp bench vise, wrench. Set of blue prints, building materials instructions. Power outlet runs on 2 'D' batteries (not incl.—see P. 44).
49 N 27 451—Workbench about 11" long x 4¾" high. Set, delivered 9.44

B Sabre Saw with Battery-Pak Case that provides alternate power source for all Power Mite tools. Extra blade stores tools power cord. Styrofoam, instr. incl. Uses 2 'D' batteries (not incl.—see P. 44)
49 N 27 450—Each, delivered..... 2.98
Materials Kit. Styrofoam, balsa wood, plans
49 N 27 455—(Not shown.) Del'd.. 2/1.99

C to E Extra Power Mite Tools. Use with Item (A) or (B) for power source
(C) **Power Drill**—3 metal drill bits
49 N 27 452—Abt. 2¾" long. Def'd . 2.49
(D) **Orbital Sander.** Back and forth motion
49 N 27 454—Abt. 2¾". Sandpaper... 2.49
(E) **Circular Saw**—cuts chunks of material
49 N 27 453—Abt. 2¾" Extra blade. 2.49

Everything for the Junior Carpenter in Our

Power Mite Workshop

with Power Sabre Saw

9.44

Our set features many exclusive extras

7.99

Constructive creative fun ..a fascinating kit that will delight the young hobby enthusiast! Create unique pictures and designs on wood, leather, cork or colored foil. Features electric heating pen —with 6 designer tips. Has many exclusive EXTRAS you won't find in other sets. Includes 13 assorted preprinted basswood plaques; 6 preprinted cork plaques; 1 pr. bookend bases; 1 napkin-holder base, 6 sheets of colored foil; 10 different paints, brush and paint dish.
79 N 27 075 DL—Instr. incl. ... 7.99

Junior Set. (Not shown.) Similar to above but fewer accessories: electric pen, 3 designer tips, 9 wooden plaques, 5 cork plaques, 5 paint colors, brush, dish, 6 foil sheets, instructions incl.
49 N 27 076—Set, delivered. .. 4.99

Extra Woodburning Plaques. 12 assorted wood plaques for use with above
49 N 27 079—Delivered 2.99

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

1 to 4 **NEW! Snap Draggin's by Monogram** Snap Tite model kits feature colorful snap-together plastic parts and pieces—no glue or paint needed! All models designed by Tom Daniel based on well known cars. Mount on wild shadow bases. Action styling creates the illusion of high racing speed! About 4⅛ x 3½" high.

(1) 49N27503 Dune Rat. Ea 1.69; 2/2.99
(2) 49N27504 Thunder Bug. Ea 1.69; 2/2.99
(3) 49N27505 Boss Mustang. Ea 1.69; 2/2.99
(4) 49N27506 Corvette Ea 1.69; 2/2.99

5 to 8 **NEW! Scene Machine Kits by Aurora.** 2-way decals for real cool or way-out look. Chrome parts; figures, 4⅛ x 2¼" high.

(5) Blackbeard's Tub. 1929 Ford, surfboard
49 N 27 507—Sand dune Ea . 1.69; 2/2.99
(6) Boob Tube—TV truck with camera
49 N 27 508—Chevy engine Ea. 1.69; 2/2.99
(7 Drop Out Bus—Model T drag chute slicks
49 N 27 509 -Mag wheels Ea.. 1.69; 2/2.99
(8) Pepperment Fuzz with fender-mtd bike
49 N 27 510—Radar slicks Ea 1.69; 2/2.99

3.39 ea. or any 2/5.99

9 to 12 **Fun Car Kits by Monogram.** Wild, wacky Tom Daniel-designed; plastic 1/24 scale.

(9) Pie Wagon—the sweet serve! Chromed parts.
49 N 27 511—Chunky slicks Ea 3.39; 2/5.99
(10) Red Baron with chromed, spiked helmet top
49 N 27 512—Fokker triplane incl. Ea.. 3.39; 2/5.99
(11) Tijuana Taxi with custom Pontiac engine mags
49 N 27 513—Chicken coop incl. Ea .. 3.39; 2/5.99
(12) Boot Hill Express—wild way-out hearse
49 N 27 514—Skeleton figure. Ea.. .. 3.39; 2/5.99

Model Kits 2.59 ea. or any 2/4.59

13-14 **Kooky Kars by Revell.** Wild machines, custom styling, out-of sight features. Plastic kits; jacket racing patch. 1/25 scale.

(13) 49N27515 Moon Mixer. Ea.. 2.59; 2/4.59
(14) 49N27516 Guber Wagen. Ea.. 2.59; 2/4.59

15-16 **Space Kits by Revell**—superbly detailed.

15) Tranquility Base—Lunar Module 1/48 scale
49 N 27 517—8 x 7⅞ x 5½" high Ea 2.59; 2/4.59
,16) Columbia and Eagle—moon flight. 1/96 scale
49 N 27 518—For moon flights Ea 2.59; 2/4.59

17-18 **Racing Car Kits by Bandai.** New cassette electric motors—snap into place. Needs 1 penlight batt. (not incl.—see P. 44). 1/24 scale.

(17) 49 N 27 502—Chaparral 2E. Ea 2.59; 2/4.59
(18) 49 N 27 501—Porsche. Ea. .. 2.59; 2/4.59

SAVE THIS CATALOGUE!
Toys available until JULY 3, 1971

19 to 22 **California Show Car Kits by Eldon.** 1/25 scale replicas of Bob Reisner cars.

(19) Pink Panther—wild space age limousine
49 N 27 519—Detailed interior Ea . 2.59; 2/4.59
(20) Bathtub—features twin French bathtubs
49 N 27 520—Lots of plumbing! Ea 2.59; 2/4.59
(21) Outhouse—authentic as of antiquity
49 N 27 521 -Detailed styling. Ea. . 2.59; 2/4.59
(22) Sand Draggin'—way-out action-styling
49 N 27 522—Collector's item. Ea.... 2.59; 2/4.59

Lotus 33 Climax

SAVE $1.00 5.98

REGULAR 6.98. Exciting motorized Lotus racing-car kit! Exact replica of the actual Formula 1 racing car. over 100 different parts (many chrome plated). Sturdy plastic car, battery operated motor, rubber tires. Complete with racing colors, decals. Uses 4 penlight batteries (not incl.—see P. 44).
49 N 27 247—12" long Kit del'd.... 5.98

DESCRIPTION OF ITEMS SHOWN ON OPPOSITE PAGE

A **New 'Ski-Mobile' Sleigh.** Here's an exciting snow fun vehicle just like Dad's! Big and rugged yet lightweight, easy for Junior to handle. Made of rustproof molded polystyrene with hardwood footrests. With 'beep' horn on steering handles
79 N 13 035 DL—35" long... 9 49

B **Dual-Purpose Baby Sleigh** has convertible handle to use for pushing or towing. Designed to easily convert to regular sleigh when Baby grows. Constructed of strong varnished hardwood with curved rail, durable 2" steel runners. Padded vinyl cushion molded specially to fit any baby sleigh. Bumper pad and pocket protect baby. Tie straps hold cushion on sleigh.
79 N 13 031 DLE2–35" Long 14.98
79 N 13 010 DL—Cushion only 2.99
79 N 13 030 DL—Sleigh only 11 99

C **Aluminum 'Flying Saucer'** skims over snow: can be used kneeling, sitting or lying down. Goes in a straight line or spins just by shifting your weight. Smooth bead edge for extra sturdiness. Web handles for a better grip. 26" diameter
79 N 13 008 DL—Reg 5 98.. 4 98

D **Snowshoes** of cold-resistant molded plastic. Bindings are strong non-slip webbing. Keep youngsters' feet high and dry. 9 x 26" long.
79 N 13 011 DL—Pair del'd 3.99

E **Bob Skates.** Heavy-gauge tempered steel with buckle fasteners, big enough to go over shoes or boots. 4-blade support, ideal for beginners
49 N 13 007—Pair del'd... 1 39

F **Wide-Runner Sleigh** made of tough varnished hardwood with metal knees that won't 'plow' snow; let you skim downhill faster. Lightweight.
79 N 13 019 DL–14x35" long 4.99

G **Torpedo Flat Sleigh** in Natural finished hardwood. Sides slotted for solid handgrip. Steel runners.
79 N 13 021 DL–11¾x30" long. 3 29

H **Sno' Surfer**—for breath-taking bobsled thrills. Rugged brake steering mechanism of steel for sure control. 37" long, over 5" deep for added protection and fun. Made of durable linear polyethylene. Deep molded runners for better tracking, stability and steering control. Light weight, easy to carry.
79 N 13 033 DL—Delivered . 8 49

J **Beginner's Toboggan.** Light weight and tough, ideal for young children. Hardwood construction, molded half-hood front. Long pull rope.
79 N 13 025 DL–9½x48" long.. 5.49

K **'Sno-Jet' Toboggan** molded from tough polyethylene for fast action on packed or fresh snow. Web handle for a really good grip. Metal grommets for pull rope. Two sizes
79 N 13 064 DL–15x36" long. 3.99
79 N 13 023 DL–17x48" long.. 5.79

L **Jet Runner Sleigh.** Sturdy hardwood finished in clear waterproof varnish. Heavy-gauge steel runners, knee supports. Full length pull rope.
79 N 13 003 DL–14x37" long. 6.49
79 N 13 004 DL–14x43" long. 7.49
79 N 13 005 DL–14x48" long. 8 49

GIFT-RIGHT BIKE ACCESSORIES

M **'Sloop' High-Back Bucket Seat.** Deep pleated Black vinyl cover
6 N 28 664—Delivered ... 4.99

N **High-Rise Glitter Saddles** in deep pleated vinyl. Foam padding.
6 N 28 670–Magenta glitter ... 3 99
6 N 28 669–Silver color glitter. 3 99
6 N 28 668–Gold color glitter. 3.99

P **Flower-Print, High-Rise Seat** of tough vinyl, soft foam padding.
6 N 28 671—Delivered 3.99

R **Generator Headlight Set** for 20" bikes. Mounts on front fork. With mounting bracket; chrome-plated 2" headlight and necessary wire
6 N 28 106—Bulb included.. 3 99

T **Adjustable Sissy Bar**—adjusts from 42 to 58". Chromed steel
6 N 28 665 DL—Delivered ... 3.79

U **Comfort Rests** in pleated Silver color glitter vinyl with soft foam padding. Just wipe to clean.
Headrest. Measures about 6 x 8"
6 N 28 666—Delivered 1 99
Backrest. Measures about 6 x 14"
6 N 28 667—Delivered 2 59

W **High-Rise Handlebars** of chrome plated steel to give your bike that sleek racy look
6 N 28 654 DL—Delivered . 1.59

X **Bike Speedometer** — swell gift for the young cyclist. Combines tachometer and mileage meter. Large sweep hand shows speeds up to 40 mph, digital counter records mileage to 999.9 miles. Stem mounted.
For 20" wheel bikes.
6 N 28 803—Delivered ... 5 99
For 24 or 26" wheel bikes.
6 N 28 804—Delivered 5.99

BIKES ARE SHIPPED PARTLY ASSEMBLED

Sidewalk bike for tots up to 44" tall

Trainer wheels for safety, handlebars adjust. Pneumatic rubber tires. Enamel finished steel. 12" frame, 16" wheels.
6 N 27 802 DL –Boys' in Red 34 99
6 N 27 803 DL –Girls' in Blue 34 99

Convertible bike for boys, girls

Removable top bar. Sturdy cantilever frame, coaster brakes. Heavy-duty tires. 16" frame, 20" wheels. For children 44 to 54" tall
6 N 27 851 DL–Gold color. Del'd... 42 98
6 N 28 810–Trainer wheels for above 2.99

Best-built bike we've offered at this price!

Sleekly styled 3-speed model

59.99 CASH 7.00 monthly

Simpsons-Sears Action-Packed 3-Speed Bike with sure dual handbrakes for the safest stops. Soft padded 'glitter' saddle and headrest. Deluxe chrome plated fenders and chainguard, double strength twin bar tubular steel frame. High 36" Sissy Bar, latest style handlebars. Eat a safe 20" Red Line tires with special knobby rear tire for pos traction stops and starts. Durable baked on frame finish.
Boys' Model. Sportster 3 speed stickshift right on the crossbar
6 N 27 644 DL—Flamboyant Magenta finish. Delivered 69 99
Girls' Model. With 3 speed twist grip on high rise handlebars
6 N 27 645 DL—Flamboyant Turquoise finish. Delivered 69 99

priced lower than Christmas 1969

SAVE $3 89

Boys' jet-style 'Comet'

41.99 cash 9.00 monthly

REG 45 88. Canadian-made chromed trim deluxe bike has strong twin bar frame in Green baked on enamel finish. Sure stop coaster brakes.
24" Wheels for heights 4 4" to 4 10"
6 N 27 432 DL—18 /16" frame 41 99
26" Wheels for heights over 4 10"
6 N 27 172 DL —20/18" frame 41 99

New Professional Hockey!

Features Vancouver, Toronto, Montreal, Buffalo teams *and* overhead gondola with team flags and official scorer

15.49

He Shoots . . . He Scores! Join the pros with this exciting new hockey game loaded with action packed features. 4 complete teams of metal players incl. Vancouver, Canada's newest pro team, as well as Toronto, Montreal and Buffalo. A big 36" long x 21" wide with overhead gondola that features team flags, official scorer and delayed action puck dropper for centre-ice face-offs. Contour-molded plastic ends; authentic 'glass' panels. Play-maker behind each goal produces exciting rebounds . . prevents dead spots. Each player controlled by separate lever. Goal score indicator behind each net with handy puck-return button. Wood roller and magnetic pucks.
79 N 23 320 DL—Set delivered 15.49

A **Set of 10 Teams**—one for every city in the Eastern and Western divisions except Vancouver Toronto, Montreal, Buffalo. Set comes in presentation box with a lithographed label, has a molded plastic tray separate space for each team.
49 N 23 322—Set delivered 2.99

Pro-League Hockey Game

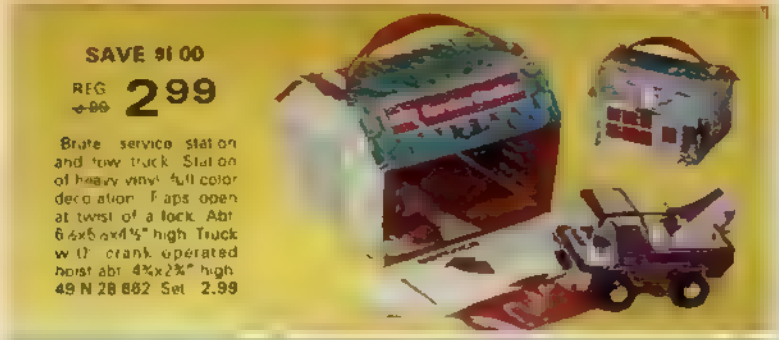
10.49

Join in on the fun and excitement of professional hockey. Complete with 4 teams—Vancouver, Toronto, Montreal and Buffalo. Includes overhead puck dropper, roving referee, magnetic puck. Size abt. 32 x 16" wide.
79 N 23 321 DL—Set delivered. 10.49

SAVE $1.00 on 3-pc. set REG 4.99 3.99

Exclusive 3 piece set of miniature 'Brutes' Built of strong, durable heavy gauge steel finished in bright baked on enamel. Includes Pick-Up Truck, about 2¾x4½" long. Circus Carousel revolves as truck moves forward. Lion and hippo on carousel.

About 4 x 6" long. Monkey House has two monkeys inside. Rear door opens. About 3½ x 4¾" long.



SAVE $1.00

REG ~~3.99~~ 2.99

Brute service station and tow truck. Station of heavy vinyl, full color decoration. Flaps open at twist of a lock. Abt. 6.6x5.6x4½" high. Truck with crank operated hoist abt. 4¾x2¾" high.
49 N 28 682 Set 2.99

SAVE 10%...any 3 for 2.67

1 to 6 Buggy Brutes' Mini mod cars about 3½" long, 2¾" high. Steel, plastic construction. Smooth free-wheeling 'non-mar' racing slick wheels.

(1) Boss Bug . . a souped up dragster.
49 N 28 692—Each 99c; any 3 for 2.67

(2) Super Bug . . a real performance
49 N 28 690—Each 99c; any 3 for 2.67

(3) Road Buggy meets any challenge
49 N 28 691—Ea. . 99c; any 3 for 2.67

(4) Fire Buggy . . first on the scene
49 N 28 693—Ea. . 99c; any 3 for 2.67

(5) Sub Bug takes to the roads
49 N 28 694—Ea. . . 99c; any 3 for 2.67

(6) Buddy Buggy . . always a winner
49 N 28 695—Ea. . 99c; any 3 for 2.67

Use your credit. Full credit details Page 362

tiny Tonka

Crazy A's . . . miniature souped-up classics

1.99 ea.

SAVE 10%...any 2 for 3.58

7 to 11 Customized Model A's. Wide slicks, mag-style wheels, heavy duty axles. Decals, steel body. Abt. 4½" long.

(7) Frantic Flivver—a real go getter
49 N 28 710—Delivered Each. 1.99 any 2 for 3.58

(8) Scorcher . . burns away from the rest
49 N 28 711—Delivered Each 1.99 any 2 for 3.58

(9) Stinger . . outruns the other bugs.
49 N 28 712—Delivered Each 1.99 any 2 for 3.58

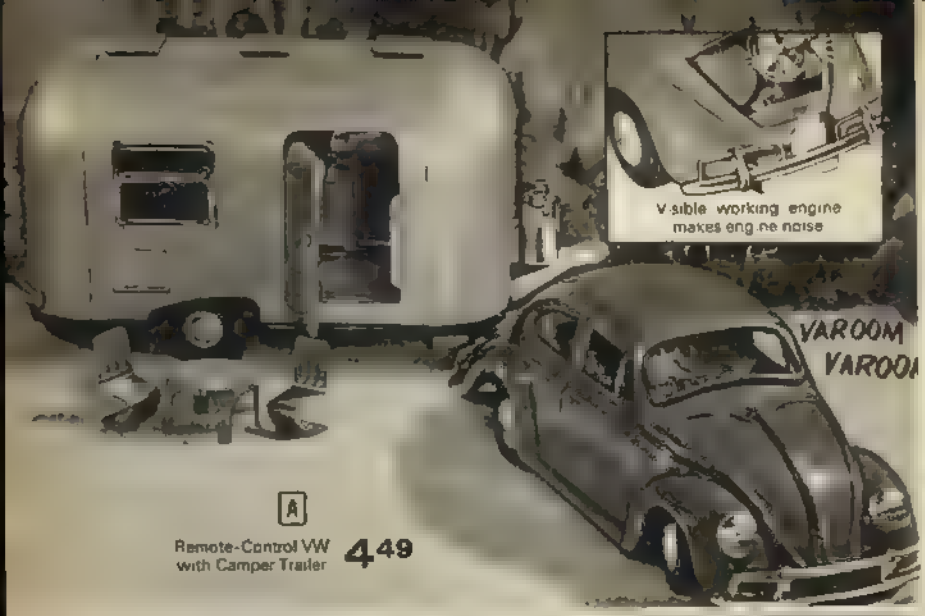
(10) Draggin' Wagon sets a fast pace
49 N 28 713—Delivered Each 1.99 any 2 for 3.58

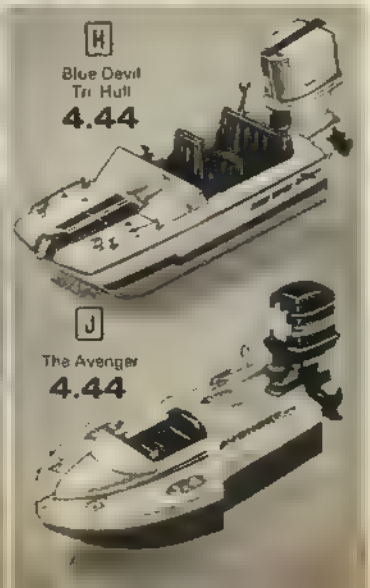
(11) Mod Rod—a groovy, little sportster
49 N 28 714—Delivered Each . 1.99 any 2 for 3.58

mini Tonka

3-pc. set 3.99

Beach buggy, steel body, plastic canvas top. Steering mechanism. Plastic snowmobile. About 2¾" long x 3¾" high.
49 N 28 720—Set delivered 3.99





A **Battery-Operated VW with Camper.** Bright Red Volkswagen has visible engine — shows fan turning, lights up, makes engine noise when running. Goes forward and reverse, turnable front wheels. Silver camper has side-opening door 3 pieces of metal furniture. Rubber-tired wheels Takes 2 'C' batteries (not incl.—see P. 44)
49 N 28 065—Approx. 16" long Set **4.49**

B to F **SAVE 1.00.** Choice of any 2 full-size heavy-gauge steel vehicles by Buddy L.

(B) **Camper-Cruiser** and detachable 4-wheel trailer 14 x 8" high camper has metal body, sliding windows, 'whitewall' tires, swing-open rear door 10½" plastic boat; twin outboard motors
49 N 28 182—Delivered Each 4.88; any 2/8.76

(C) **Emergency Tow Truck** with cranking winch and metal towing hook. Sturdy metal body with imitation red dome light on cab, 'whitewall' tires, non-mar plastic bumpers Abt. 14½ x 5¼ x 6" high
49 N 28 184—Delivered. Each 4.88, any 2/8.76

(D) **Power Shovel** has streamlined revolving cab that runs on rubber caterpillar treads. Scoop bucket is raised and lowered on boom by steel chain and manual crank on cab 16 x 8 x 12" high
49 N 28 183—Delivered. Each 4.88, any 2/8.76

(E) **Dump Truck.** Lever-action dump box has hinged tailgate; lock-position box. Runs on 6 'whitewall' tires. About 15½" long
49 N 28 181—Delivered Each 4.88; any 2/8.76

(F) **Road Grader** has rotating scraper blade. Lever raises blade, tilts to right angle and height. Full-floating rear rubber wheels. Steered by fingertip lever in cab 18⅛ x 7¾ x 7¾" high.
49 N 28 178—Delivered Each. 4.88; any 2/8.76

G **4-Piece Sand Hopper Set.** Cement mixer, dump truck, pick-up truck, sand hopper—all heavy-gauge steel, enamel finish. As truck backs in, hopper dumps sand . . . as truck leaves, hopper closes. Dump truck with dumping lever 6¾ x 3 x 4" high; cement truck with rotating mixer 6 x 3 x 3¼" high; pick-up truck 6 x 3 x 3¼" high. Sand hopper abt 4½ x 7" high
49 N 28 419—Set, delivered **5.99**

H-J **Exciting Boaterific Outboards**—styling at its best! Interchangeable Mighty Midget motors. Precision-detailed plastic bodies. Simply tilt motor down to start, up to stop, laterally for turns. Tight-turning radius for small areas. Take 2 penlight batt. (not incl.—see P. 44).

(H) **Blue Devil Tri-Hull** with Chrysler motor
49 N 28 433—Each, delivered **4.44**

(J) **Avenger Hydroplane** with Mercury motor
49 N 28 434—Each, delivered **4.44**

K **Deluxe Billy Blastoff Space Scout Set** with **Billy Blastoff**, the original space scout—*and now he walks!* Has battery-powered Jet Pack on his back, 4½" tall; adj. Blue tinted visor **Robbie Robot**—Billy's 'right-hand man', 4½" tall. Has Jet Pack; walks, pushes Radioactive Retrieval Wagon with Cargo Box; eyes and dome light up, antenna revolves. **Lunar Crawler**—goes over the roughest ground! **Space Capsule**—stands on end, or placed on its wheels with double hatch open, becomes land vehicle! **Grabber**—push-button forward reverse and pick-up controls **Radar Scope**—hooks into Jet Packs, fits into dashboard of Lunar Crawler or Grabber. Illuminates when Jet Pack power is on. **Flying Device**—hook to Billy's Jet Pack, attach to top of door, back of chair etc., pull bottom knob and watch Billy 'fly' up. **Walkie-Talkie**—can be carried by Billy or Robbie. All in high-impact plastic Jet Packs have on-off switch—each takes 2 pen light batteries (not included—see Page 44)
49 N 28 525—Set, delivered. **11.98**

L **SAVE 2.00 on Exclusive Billy Blastoff Set** with 2 scouts. Includes Lunar Crawler, Space Car and Exploration Tractor with carrier sled. Radar Scope and Lighted Ray Gun plug into Jet Packs. Vehicles and equipment operate as in (K) above. 2 non-walking scouts 4½" high, vehicles and equipment of molded, high-impact plastic. Each Scout requires 2 penlight batteries (not incl.—see P. 44)
49 N 28 520—Reg. 7.99 Set, delivered. ... **5.99**

M **Amazing Apollo Rocket.** Realistic detail realistic action . . . realistic fun! Rocket rolls forward—stops, raises to vertical position—nose cone 'flowers' open, command and service modules extend outwards, then retract—nose cone closes, rocket lowers, moves forward again. Nose cone flashes, engine 'whirs', makes eerie space sound. Turnable front wheel. Plastic and steel. Takes 2 'C' batteries (not included—see Page 44)
49 N 28 063—Abt. 16" long. Each, del. ... **4.99**

N **Apollo Spaceship** with a 'space-walking' astronaut plus astronaut at controls! Changes direction at edge of table. Lights flash, makes eerie space sound. Shiny metal, 9½ x 3" high. Takes 2 'C' batteries (not included—see Page 44)
49 N 28 146—Each delivered **3.99**

Can you imagine such a fantastic low price for the famous Polaroid Big Swinger

This great camera gives you big black and white prints almost instantly and never needs focusing—yet Sears brings it to you for under $10

A value that's **SOMETHING SPECIAL**

$9.44

- Get big 3¼x4¼-inch black-and-white prints in just 15 seconds. Camera loading is so easy with the Polaroid film pack . . drop pack into place, there's no film threading or winding
- Built-in photometer lets you know when to shoot. You twist the red knob until you see a bright YES in the viewfinder, then press down the same knob to snap your picture
- Convenient, built-in flash lets you take flash pictures with inexpensive AG1 flash bulbs
- Capture action in pictures with the Big Swinger's 1/200th of a second shutter speed and Polaroid's 3000 speed film

You get a great camera that takes big pictures for a little price. Black-and-white prints are 70% larger than the original Swinger prints. You don't have to miss any shots, either, because each picture develops outside the camera in 15 seconds. With wrist strap. Plastic body.
3 N 9809—Shipping weight 2 pounds **$9.44**

1 **Carry Case** for camera, accessories. With carry strap. Black vinyl.
3 N 8379—Shipping weight 1 pound 4 ounces $3.75

2 **Photo Album.**—Holds 60 3¼x4¼-in. prints; 5½x9 in. high. Brown vinyl.
3 N 8520—Shipping weight 12 ounces $1.95

Type 107 Polaroid Film Pack. Black and white. Eight exposures.
3 N 9671—Shipping weight 5 ounces . . . . . Pack $2.89

AG1 Flash Bulbs. Blue spot shows bulb is ready to flash. Package of 12.
3 N 8730—Shipping weight 2 ounces . . . . . Package $1.13

The favored contender, in view of his convincing win over 106 competitors in the North American Sunfish singles championships at Casenovia Lake, New York, last August is Carl Knight of Darien, Conn. He is shown, below left, hiking out in that selfsame event.

Boatman, Test Thyself

Be sure to be settled in front of the Tube on Sunday afternoon, March 15, at 4:30 p.m. (EST or whatever your local equivalent). Johnson Motors, via NBC, is at that time presenting a half hour which will help you decide whether you a) know it all about boating or b) better get in touch with the Coast Guard Aux or the USPS for boating classes.

If you want a really official record of your answers to this test, get an answer form from your local Johnson dealer.

All the questions in the Test are based on Chapman's "Piloting, Seamanship, and Small Boat Handling," and, after the telecast, the film will be available for use by yacht-clubs, and other interested boating organizations from the Johnson Motors Film Library, Solana Studios, P.O. Box 1068, Naples, Fla. 33940.

Safety Bill Could Affect Used Boats

Although it is directed primarily at new boats, the proposed Federal Boat Safety Act could be used to require old boats to meet certain safety standards. This authority is contained in section 5 which deals with safety regulations and standards. The language is as follows: "A regulation or standard issued under this section . . . may not compel substantial alteration of a boat or item of associated equipment which is in existence, or the construction or manufacture of which is commenced, before the effective date of the regulation; *but* [our italics] within that limitation may require partial compliance or performance considered appropriate in relation to the degree of hazard that the partial compliance will correct."

(Continued on next page)

You'll always win with
A ROYAL FLUSH
by GROCO

Quiet Mode EB (electric). Dependable operation . . . low in price!

Models EB or K (hand or electric).
Model HC (hand only).

GROSS MECHANICAL LABORATORIES
1530 Russell Street, Baltimore, Maryland 21230 (U.S.A.)

CUTTER.

You've never seen anything like this before.
A New Boating Concept.

In versatility In design
In speed. For living
The never before

Faster than a cruiser! With liveability only a houseboat affords Cutter 28 sleeps ten Yet gives you top long-range cruising speeds

Cutter styling is magnificent Cutter versatility is geared to any activity from skiing and fishing to a long-range cruise

Cutter luxury is set into the world of high performance, yet brings to your fingertips every convenience and pleasure

And Cutter's trailerability offers an unlimited choice of cruising waters

Cutter The never before

Patent Pending

CARGILE

For more information write

Cutter, Division of Cargile, Inc
P. O. Box 8523—999 Polk Ave
Nashville, Tennessee 37211

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(Continued on next page)

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A ROYAL FLUSH
by GROCO

Quiet Mode EB (electric). Dependable operation . . . low in price!

Models EB or K (hand or electric).
Model HC (hand only).

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1530 Russell Street, Baltimore, Maryland 21230 (U.S.A.)

CUTTER.

You've never seen anything like this before.
A New Boating Concept.

In versatility In design
In speed. For living
The never before

Faster than a cruiser! With liveability only a houseboat affords Cutter 28 sleeps ten Yet gives you top long-range cruising speeds

Cutter styling is magnificent Cutter versatility is geared to any activity from skiing and fishing to a long-range cruise

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And Cutter's trailerability offers an unlimited choice of cruising waters

Cutter The never before

Patent Pending

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P. O. Box 8523—999 Polk Ave
Nashville, Tennessee 37211

SEASAFE

Remember Rudyard Kipling's book *Captains Courageous*? And do you recall those seakindly little dories the professional fishermen used far at sea, off the Banks, alone in the middle of nowhere? What else but a dory? As traditional as New England itself. Seasafe and easy to handle.

The original dories were of wood, naturally. But there's a replica now available, with much of the charm of the original dory and made of modern plastic material. She's the Seasafe, available in outboard motor or sailing version. her measurements are 18' overall by 72" beam and she can handle a 25-hp outboard in a well that keeps the machinery inboard—nice feature in squally weather.

Seasafe Corp., Birmingham, Mich.

DUO

"A family speedster with real style," describes Duo's Mystry 17, according to the runabout's maker. The new fiberglass boat in Duo's fleet, 17' LOA, 90" beam, has the company's new Saf-T-Ring flotation system—a safety ring of foam in the floor and sides which, in case of swamping, will tend to give full upright flotation. Flotation material is encased in a cocoon of fiberglass and becomes an integral part of the construction New also is the 20-foot Vagabond, called "a luxury boat for the real enthusiast."

Duo Marine, P. O. Box 501, U.S. Hwy. 27, Decatur, Ind 46733.

CRUISERS' INC.

Cruisers' Inc. has a fiberglass line that includes cathedral, vee, and conventional hull designs in various models from 15' to 22'. For 1970, new interiors and an array of custom features have been included.

The 15' Sprite, an outboard sports runabout, is the smallest boat in the fleet this year. Hull is conventional, and she has a long, blunt forward deck to keep her dry.

Cruisers' 19' Crusader falls in the middle of the line. The speedster packs an outdrive with options from 120 to 215 hp. Hull design is cathedral and the boat has a big cockpit forward of the walk-through windshield.

With modified vee hull and outdrive power, Bonanza is an express day cruiser having teak covered built-in bait wells, removable floor wells and a camper-cabin forward.

Cruisers' Inc., Oconto, Wis. 54153.

Sports runabout from Cruisers' Inc.

TAHITI

Sixteen Ski-Sport, Eighteen Ski Sport and Nineteen Family-Sport, all are of hand laid-up glass with double bottom. All are deep-vee with 18 degree deadrise with large, single cockpits, and well padded seats. Outboard version of the 16' Ski-Sport costs $1,575. Inboard format, with 120 hp outdrive costs $4,000, and the 18' Ski-Sport with same power lists for $4,600.

Tahiti Boats, Northport, N.Y.

SPORT-CRAFT

In addition to almost a dozen cruisers and a houseboat, this company has spawned a baker's dozen (and then some) runabouts and utilities. All are fiberglass; all are offered with outdrive power and some outboards.

Most of the Sport-craft runabouts are on the big side. Only one of the Sportsman line of deep-vees is 15 feet overall; most others are 17' to 23'

Typical larger runabout is the Sportsman 23, a deep-vee costing $5,745, with a 140-hp MerCruiser.

Sport-Craft, P O Box 351, Perry, Fla

(Continued on page 358)

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Nashville, Tennessee 37211

Patent Pending

the hull to become an integral unit of superior strength.

A 28-foot and 32-foot series is each made in three styles. The Marinettes are 28' Express, Sports Express and Sports fisherman. The 32s are Express, Command Bridge, and Fisherman models. In addition, the company makes the 40-foot Sea Crest houseboat. Basic price of the 28' Marinette cruiser is $7,995 with a Chrysler 225. With the same power, price of the 32's is $12,500. The Sea Crest houseboat, powered by twin Chrysler 225 V-drives, carries a base tag of $22,900.

Aluminum Cruisers, Inc., Standiford Field, Louisville, Ky. 40213

CRESTLINER

Sleeps two, space for head and galley, has either outboard or sterndrive power, trailers easily, measures under 19', perfect for week-end trips. Dream? No. Vikmg Day Cruiser.

She's fiberglass; has 18-gal. gas tank, sliding side windows, and tempered glass flybridge-type windshield. Positive upright foam flotation and seating for seven is included. Power ratmg. 140 hp.

Crestliner Boat Co., Little Falls, Minn. 56345.

ZUBACK

From this custom shop come Jersey sea skiffs, lapstrake built in the best local tradition. Because the shop is modest and under the eye of the owner, quality is refreshingly high and attention to detail is well above average. The crew here know how to paint and varnish so a piece of wood comes out looking like fine furniture. Currently stock from Zuback's is 24' Sea Hawk, mahogany planked, with 250-hp MerCruiser inboard, fresh water cooled, plus lots of equipment. Price is $8,675.

Zuback's Boat & Motor Works, Hy. 35, Morgan, N.J. 08879.

CRITCHFIELD

Cabin forward, large cockpit aft, a hatch over the cabin and windshield just forward of the helm station—on the cabin top—that briefly describes the fiberglass, outdrive cruiser from Critchfield.

She's 22'10" overall, 8' wide and weighs about 3,315 pounds. Cabin height is 5' and there are seats for 6 people aboard. Standard are bow rails, marine head, and marine hardware of best quality. Sleeper seats are triple-comfort designed for sitting, sleeping, or sun bathing

Critchfield Boats, Municipal Airport, Avon Pk, Fla. 33825.

PENOBSCOT

These cruisers don't plane; they cut through the water. They don't ride on top, they displace. And you don't ski behind them; you live inside. They're comfortable. They have stoves and fireplaces and rocking chairs and cupboards and all the things that make them seem like the inside of a New England cottage. These yachts are classy to live aboard, or retire to, or just to spend a lot of time aboard. They're wood; they smell nice and are seakindly. Up to 160 hp in single or twin diesel is ideal and is sufficient for top performance of 10 to 12 knots, depending on waterline length.

Penobscot Boat Works, Inc., Sea St., Rockport, Me. 04856.

MONARK

The 21' Skipjack, a day cruiser that sleeps two, heads the series of boats from MonArk.

Skipjack is made of ¼" marine aluminum plate, transom thickness on the completely welded hull is 3/16" plate. Standard equipment includes mechanical steering, mahogany cabin bulkhead with screened and vented door, bucket seats, 18-gallon fuel tank, tachometer, and carpeting.

MonArk also manufactures 17', 19', and 21' walk-through models.

MonArk Boats, Monticello, Ark. ‡

CARRI-CRAFT Fiberglass Catamaran Cruisers

- 56' and 44' in full cabin or stern deck sport models.
- Your option, gasoline or diesel marine engines.
- Write today for the test ride nearest your home.

CARRI-CRAFT
A Subsidiary of UIP Corp

There's no ride like a Carri-Craft ride! Come aboard and feel this new and exhilarating experience. Marvel, too, at the spacious and luxurious interior. It's man size, in and out. The unique catamaran construction offers new concepts in design, comfort, and cushion-soft ride unavailable on boats of comparable size.

Note the full-beam wheelhouse . . . 360 degree visibility at all times. Two full cabin models and NEW FOR '70 . . . two offshore sport versions with stern deck. For catalog, write Dept.

CARRI-CRAFT COMPANY, Berlin, Wisconsin 54923

Step into next Century
Century

5 **OUR MOST DELUXE SET OF ORNAMENTS.** All imported from Germany. Painted and decorated by skilled German craftsmen. This assortment of four extra large ornaments (3-in. diameter) is lavishly detailed with exquisite painting and trimmings, incl. sequins, jewels and ribbon. These'll make a beautiful accent on any tree.
83 Y 4734—Shipping weight 1 lb. 14 oz. . . Set of 4 for 5.98

6 **COLORFUL GLASS ORNAMENTS** in an assortment of 12 from Germany. All delicately shaped and decorated with glittering sparkle and colors. Each ornament has its own unique design and shape. Some are elegant round shape, some are exquisite teardrop shape, some are contoured with intricate indentations. (2-inches in diameter). All sparkle with a shiny glow of rich color. Order your set today.
83 Y 4732—Shipping weight 1 lb. 13 oz. . . . . Set of 12 for 4.98

7 **LARGE PEARL AND JEWEL ORNAMENTS** gracefully shaped and beautifully decorated. Set of 12 (3-in. diameter), all imported from Germany, include 3 beautiful shapes— teardrop, round, and bell shaped. Trimmed with sparkling gold glitter and colorful jewels. The artistry of shape and decoration lends an elegant look to any tree.
83 Y 4733—Shipping weight 2 lb. 5 oz. . . . . Set of 12 for 8.88

8 **EXTRA LARGE GLASS ORNAMENTS.** Assortment of 12 (3-in. diameter), beautifully painted and decorated in vibrant Christmas colors! All imported from Germany where skilled craftsmen designed and decorated them with fancy glitter and holiday designs. Most are round, some in beautiful teardrop shape with delicately contoured indentations.
83 Y 4731 . . . . . Set of 12 for 5.98
Shipping weight 2 lb. 5 oz.

For the man who wants three boats and can only afford one.

The Chris-Craft 23' Lancer Offshore is really three boats in one. And without a compromise in any way.

For skiing, a high performance 200 hp Chris-Craft V-8 Transdrive® unit powers up to 41 mph. Response to the wheel is sure and instant. For fishing, that same power will get you where you're going, fast. The large cockpit provides all the room you need for fishing with any kind of tackle. There's even a bait well in the aft deck.

Want to stay overnight? You can even do that in the 23' Lancer Offshore. Just slip below where twin V berths provide comfort for two. Wherever you go, whatever you do, the deep V hull will slice through the water to give you a soft, smooth ride all the way.

The 23' Lancer Offshore. Unmatched in versatility. Like all Chris-Craft boats, it's worth more. When you buy it. While you enjoy it. When you sell it.

Chris-Craft

More than a boat . . . a way of living.

Learn all about the 23' Lancer Offshore. Write Chris-Craft Corporation, Pompano Beach, Florida 33061

Chris-Craft electronics. Only integrated system today ...and for a long time to come.
Our new integrated Marine Electronics System is years ahead of its time.
All communication and navigation aids in a single standard package. All controlled from a space-age Command Console. And each component is magazine loaded for fast, uncomplicated servicing.
The 35' Commander, shown, has a dual-range depth sounder, AM radio telephone and electronic hailer.
The Chris-Craft Integrated Marine Electronics System. The kind of advance that makes your boat worth more. When you buy it. When you cruise it. When you sell it.
Chris-Craft
More than a boat... a way of living.
Learn all about the Integrated Marine Electronics System. Write Chris-Craft Corporation, Pompano Beach, Florida 33061

Chris-Craft Catalinas. You'll never buy more boat for less.

Start with price. Then compare value any way you like. You'll be surprised by how much more you can have when you buy a Chris-Craft Catalina. Our new fiberglass 26' 28' (shown) and 33' Catalinas will stand up to anything in their class.

They can even compete with cruisers costing much more. Each offers you the unique advantages of Chris-Craft styling, seaworthiness, beauty, power and economy. The 26' Catalina sleeps four adults in perfect comfort. The 28' and 33' sleep six.

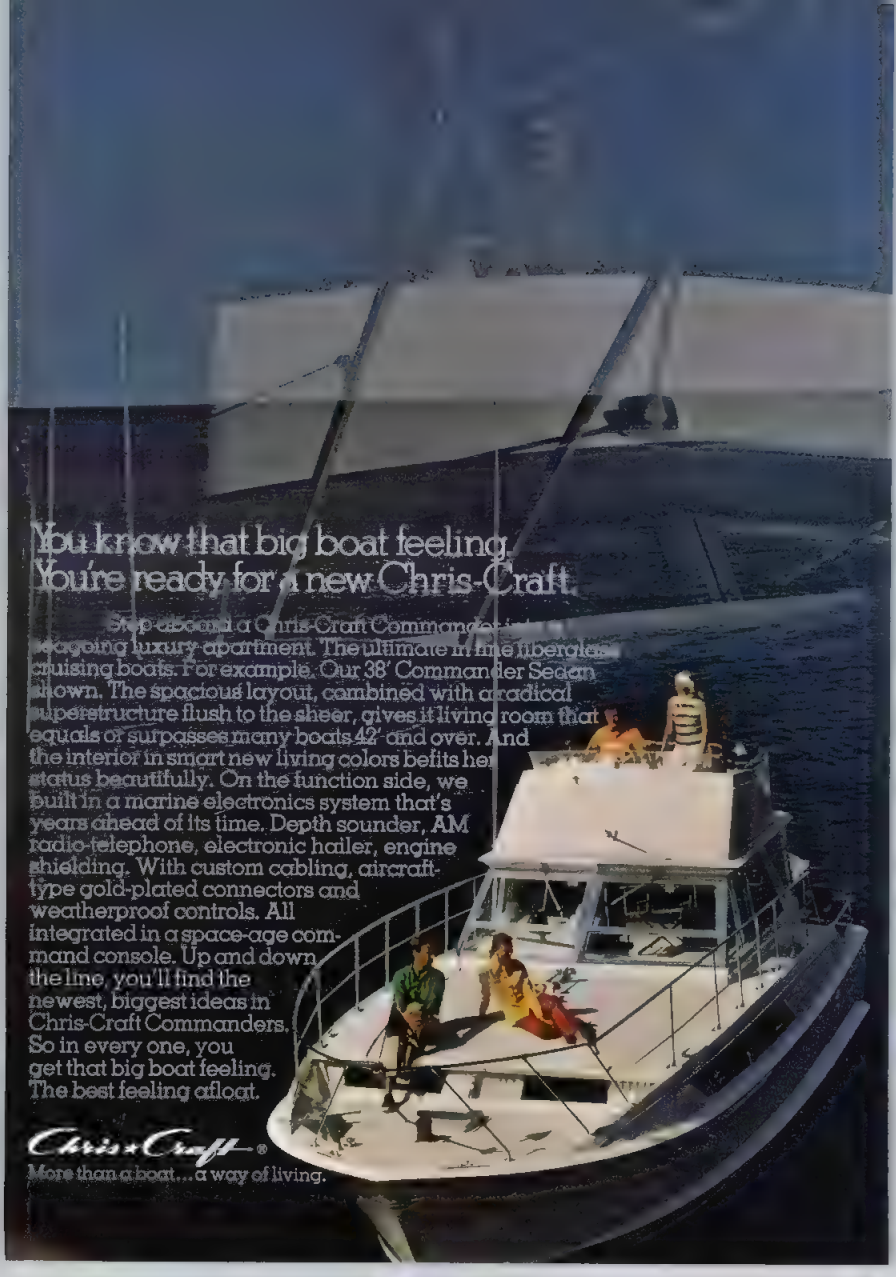
Catalinas are roomier by far than many boats of larger size. They feature light, airy cabins with plenty of elbow room, and the very latest in bright nautical decor. All have complete modern galleys, convertible dinettes and enclosed marine toilets with standing head room.

Shouldn't you and your family spend this summer with the Chris-Craft Catalina of your choice? It's the only way to raise your standard of cruising without stepping up in price.

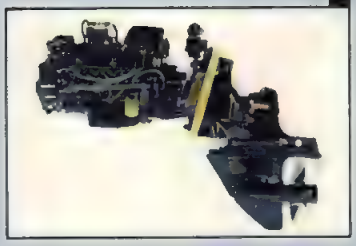
Chris-Craft

More than a boat . . . a way of living.

Learn all about the Catalinas. Write Chris-Craft Corporation, Pompano Beach, Florida 33061


You know that big boat feeling.
You're ready for a new Chris-Craft.
Step aboard a Chris-Craft Commander and it's like stepping into a spacious luxury apartment. The ultimate in fine fiberglass cruising boats. For example. Our 38' Commander Sedan shown. The spacious layout, combined with a radical superstructure flush to the sheer, gives it living room that equals or surpasses many boats 42' and over. And the interior in smart new living colors befits her status beautifully. On the function side, we built in a marine electronics system that's years ahead of its time. Depth sounder, AM radio-telephone, electronic hailer, engine shielding. With custom cabling, aircraft-type gold-plated connectors and weatherproof controls. All integrated in a space-age command console. Up and down the line, you'll find the newest, biggest ideas in Chris-Craft Commanders. So in every one, you get that big boat feeling. The best feeling afloat.
Chris-Craft®
More than a boat... a way of living.

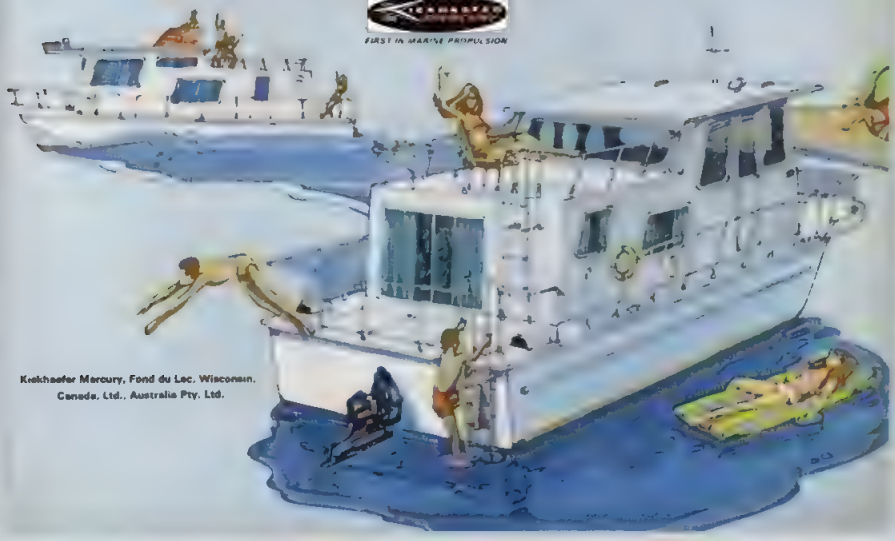
don't limit your pleasure by limiting your power... get the inside story



Houseboats come in all shapes and sizes today. And you can do just about anything with them. Fish, take trips, pull water skiers. But don't limit that pleasure by limiting your power. Before you buy, get the INSIDE STORY on MerCruiser Stern Drives. Nine different power packages. 90, 120, 140, 160, 165, 215, 270, 325 and 390 hp. One just right for any size houseboat, for any kind of houseboating fun. MerCruiser is not just an engine, but a complete propulsion system. Steering, instruments, drive, everything made to work together—matched to give you more trouble-free performance. Exclusive Jet-Prop exhaust keeps things running more quietly. Kiekhaefer engineering assures you of a minimum of upkeep and maintenance. Pick the power that gives you the most. You do have a choice. For your home on the water, get the INSIDE STORY from your dealer on why more boats are equipped with MerCruiser than all other stern drives combined.

MERCRUISER
STERN DRIVES

FIRST IN MARINE PROPULSION



Kiekhaefer Mercury, Fond du Lac, Wisconsin.
Canada, Ltd., Australia Pty. Ltd.

Root Lumberjack Chain Saws Shipped F.O.B. Kansas Factory

Direct Drive Chain Saws

★ Exclusive Design ★ Easy Handling

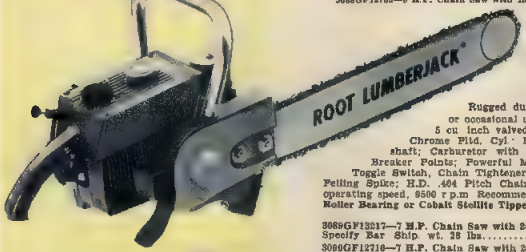
10 H.P. and 9 H.P. ROOT CHAIN SAWS

Chrysler 10 H.P. Valved Eng. has 8 2 cu. inch Displacement, Hard Chrome Pitd Cyl. Bore 9 H.P Valved Eng has 6 1 cu inch Displacement and a Cast Iron Cyl Liner Add'l features of saws Sealed Breaker Points; Upper Connecting Rod with Needle Bearing, Lower Rod with Rollers on Steel Liner Inserts Bendix Microbon Air Filter, Chain Tightener Powerhead wt 25 lbs Recommended for all elevations to timberline Roller Bearing or Cobalt Stellite Tipped Chain Bar. Specify Bar Type. Sugg. Retail

3881GF16395—10 H.P. Chain Saw with 30" Bar. Specify Bar. Ship wt. 35½ lbs. $365.00
3882GF14295—10 H.P. Chain Saw with 24" Bar. Specify Bar. Ship wt. 33½ lbs. 198.00
3883GF13381—10 H.P. Chain Saw with 20" Bar. Specify Bar. Ship wt. 32 lbs. 185.00
3066GF13645—10 H.P. Chain Saw with 18" Bar. Specify Bar. Ship wt. 31½ lbs 182.00
3085GF16385—9 H.P. Chain Saw with 30" Bar Specify Bar. Ship wt. 36½ lbs 190.00
3065GF13515—9 H P Chain Saw with 24" Bar Specify Bar. Ship wt. 34½ lbs. 188.00
3087GF13815—9 H.P. Chain Saw with 20" Bar. Specify Bar. 33 lbs. . 176.00
3088GF12765—9 H.P. Chain Saw with 18" Bar. Specify Bar. 33½ lbs. . 176.00

10 & 9 H.P. CHAIN SAW FEATURES

- Industry Rated Chrysler Engines
- All-Position Sawing; Positive Chain Oiler
- Forged Steel Crankshaft; Ball Bearing Mains
- Magneto Ignition; Automatic Clutch
- H.D. .404 Pitch Chain; Falling Spike



7 H.P. ROOT CHAIN SAWS

Rugged durable Chain Saws for the prof. or occasional user. Powered by Chrysler's best 5 cu inch valved engine. Other Features, Hard Chrome Plid, Cyl · Hardened, Forged Steel Crankshaft; Carburetor with Integral Fuel Pump; Enclosed Breaker Points; Powerful Magneto Ignition with OFF-ON Toggle Switch, Chain Tightener; Bendix Microbond Air Filter; Felling Spike; H.D. .404 Pitch Chain. Powerhead wt. 17 lbs. Max. operating speed, 8500 r.p.m Recommended for altitudes up to 4500 ft. Roller Bearing or Cobalt Stellite Tipped Chain Bar. Specify Bar Type. Sugg. Retail

3089GF13217—7 H.P. Chain Saw with 24" Bar. Specify Bar Ship wt. 28 lbs. $176.00
3090GF12710—7 H.P. Chain Saw with 20" Bar. Specify Bar. Ship. wt. 25 lbs. 170.00
3091GF12467—7 H.P Chain Saw with 18" Bar. Specify Bar. Ship. wt 24¼ lbs. 166.00

7 H.P. CHAIN SAW FEATURES

- Chrysler 7 H.P. Ind. Rated Engine
- All Bearings—Ball, Needle or Roller Type
- Double Action Chain Oiler
- Diaphragm Type Carburetor
- Automatic Clutch; All-Position Sawing

6 H.P. ROOT CHAIN SAWS

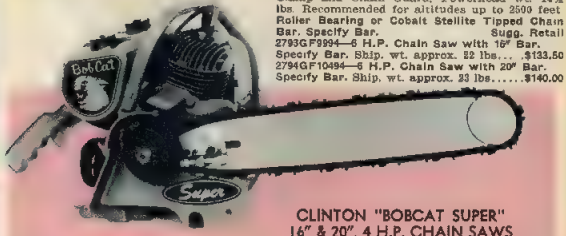
Tecumseh 6 H.P Engine has 4.4 cu. inch Displacement. Other Features: Automatic Clutch stops chain when eng. is idling; All Position Sawing; Positive Chain Oiler; Chain Tightner; Felling Spike; Rugged, Forged Steel Crankshaft; High Voltage Weather Proof Ignition; Enclosed Ball Bearing; Full Power Operation Carburetor, Comb Bar Clamp and Chain Guard. Powerhead wt. 14¼ lbs. Recommended for altitudes up to 2500 feet Roller Bearing or Cobalt Stellite Tipped Chain Bar. Specify Bar. Sugg. Retail

2793GF9994—6 H.P. Chain Saw with 16" Bar. Specify Bar. Ship. wt. approx. 29 lbs. . . $123.50
2794GF10494—6 H.P. Chain Saw with 20" Bar. Specify Bar. Ship. wt. approx. 33 lbs. $140.00

6 H.P. CHAIN SAW FEATURES

- Tecumseh 6 H.P. Engine
- Automatic Clutch
- All Position Sawing
- Positive Chain Oiler
- High Voltage Ignition System

Brochure on Root Lumberjack Chain Saws & Add'l. Root Models Available upon Written Request.

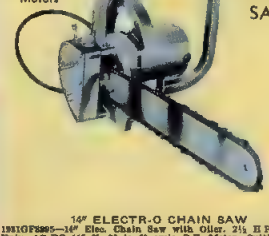


CLINTON "BOBCAT SUPER" 16" & 20", 4 H.P. CHAIN SAWS

Clinton one cylinder, two cycle, air cooled engine; 18 000 volt magneto and ignition assembly for all weather starting 6 76 Cubic Inch Displacement Single diaphragm carburetor with fuel pump All position cutting Integral alum cylinder head and crankcase extends eng life Shipped F.O.B. Iowa Factory

2795GF7923—16" Chain Saw with Roller Nose Guide Bar. Ship wt approx 32 lbs Sugg Retail $111 50
2796GF7906—16" Chain Saw with Stellite-Tipped Guide Bar (Not Shown) Ship wt approx 32 lbs Sugg Retail $110.95
2797GF8826—20" Chain Saw with Roller Nose Guide Bar. Ship wt approx. 34 lbs. . . . . Sugg. Retail $112.95
2798GF7975—20" Chain Saw with Stellite-Tipped Guide Bar (Not Shown) Ship wt. approx 34 lbs Sugg. Retail $111.95

Powered By GENERAL ELECTRIC Motors



ELECTR-O ELECTRIC CHAIN SAWS

14" ELECTR-O CHAIN SAW

1981GF8895—14" Elec. Chain Saw with Oiler. 2½ H P -12 Amp Univ AC-DC 115 V 25 to 60 cycle G.E Motor Cutting Speed 2850' per min Oregon Chain and Bar. 8 ft 3-Conductor Cord Industrial Rated Ship wt. 16 lbs. F.O.B. Illinois Factory. Sugr. Retail $149.95

10" ELECTR-O CHAIN SAWS

3897GF8486—10" Elec. Chain Saw with Oiler. (Not Shewn.) Similar to above except 10" cut G E Motor develops 2 H.P - 10 Amps Ship wt 14 lbs Sugg Retail $99.95
3898GF8899—10" Elec. Chain Saw without Oiler (Not Shewn.) Similar to above except without oiler Ship wt. 14 lbs. Sugg. Retail $89.95

Fine Quality Imported Skis

HOW TO ORDER SKIS. Stand straight extend your arm straight and directly upwards. Measure from the floor to the wrist of your hand. Order the nearest length.

F.o.b. Eastern Warehouse

VAIL DELUXE BINDINGS. Dynamic new stepin fully automatic bindings with double action toe unit. Chrome finished throughout. Quality crafted in Japan. Supplied only with skis as listed.

ASPEN AUTOMATIC BINDINGS. Feature a +SS toe piece, a very high quality deep seated toe, fully automatic with very fine adjustment. Front throw cable is a deluxe quality very sensitive mi[illegible]eter adjustment cable release. Crafted in Japan. Supplied only with skis as listed.

Note: If Skis and Bindings are being purchased without Boots Specify Boot Size and whether Men's, Ladies' or Children's.

(A) TRI-METAL SKIS. The Rolls Royce of metal skis Metal sandwich, horiz. hardwood laminated core. Prof. and competitor skis. Hidden 1 pc. "L" Edge, P-Tex base. The finest skis on the market. Expertly crafted in Italy Available in 6'1", 6'9", 6'5", 6'7" or 6'9". Specify length. Ship wt. approx. 15 lbs

5061AF17775—Tri-Metal Skis with Vail Bindings. Specify length. Ret $250.00
5062AF17150—Tri-Metal Skis with Aspen Bindings. Specify length Ret 242.00

(B) "LOTUS 3" METAL SKIS. Finest metal skis on the market in their class. For recreational, intermediate and expert skiers. Metal sandwich skis with P-Tex base selected hardwood horiz. laminated core. Crafted in Italy. Available in 5'11", 6'1", 6'3", 6'5", 6'7", 6'9", 6'11" or 7'1". Specify length. Ship. wt. approx. 15 lbs.

	Retail
5063AF43150—"Lotus 3" Skis with Vail Bindings. Specify length	$220.00
5064AF12525—"Lotus 2" Skis with Aspen Bindings. Specify length	212.00

(C) SUPER-PRO METAL SKIS. Duralanium sandwich, ash-laminated core, Kofix base, hidden steel edges. Quality crafted in Poland Available in 5'7", 5'9", 5'11", 6'1", 6'3", 6'5", 6'7", 6'9" or 6'11". Specify length. Ship. wt. approx. 15 lbs.

	Retail
5065AF8150—Super-Pro Skis with Vail Bindings. Specify length	$130.00
5066AF7525—Super-Pro Skis with Aspen Bindings. Specify length	122.00

(D) STANDARD COMPETITION METAL SKIS. Duralanium sandwich, horiz. laminated selected hardwood core skis with interlocking high carbon steel edges. Kofix base. Crafted in Germany. Available in 5'7", 5'9", 5'11", 6'1", 6'3", 6'5", 6'7", 6'9", 6'11" or 7'1". Specify length. Ship. wt. approx. 15 lbs.

	Retail
5067AF5775—Std. Competition Skis with Vail Bindings. Specify length	$110.00
5068AF6150—Std. Competition Skis with Aspen Bindings. Specify length	102.00

(E) JAGUAR FIBRE GLASS SKIS. Fibre Glass epoxy sandwich, selected hardwood laminated core; one pc. hidden "L" edges European styling, Korfix base. Crafted in Japan. Available in 5'6", 5'9", 6', 6'3", 6'6", 6'9" or 7'. Specify length. Ship. wt. approx. 13 lbs.

	Retail
5069AF5650—Jaguar Skis with Vail Bindings. Specify length	$89.95
5070AF5025—Jaguar Skis with Aspen Bindings. Specify length	79.95
4875AF5150—Kloster Skis with Vail Bindings. Same as above except interlocking edges. 5'11", 6'1", 6'3", 6'5", 6'7", 6'9" or 6'11". Specify	Retail $84.95
4876AF4625—Kloster Skis with Aspen Bindings. Specify length	74.95

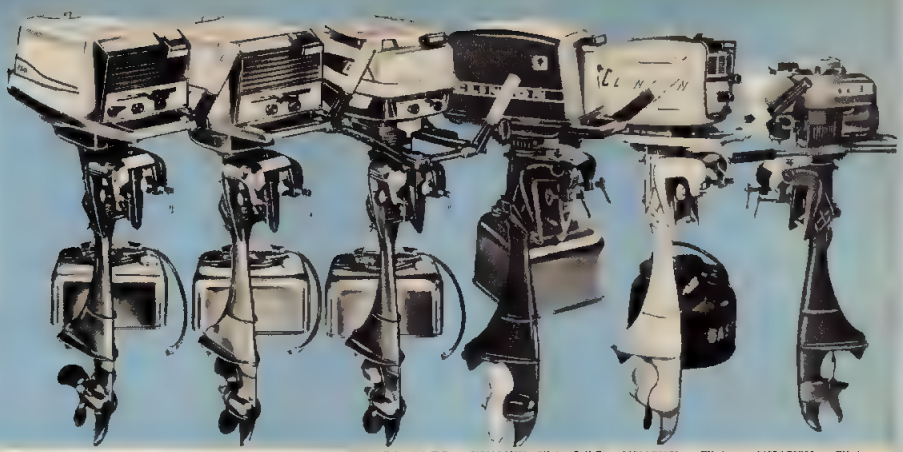
(F) HURRICANE WOOD AND METAL SKIS. 24 laminations of selected hardwood high carbon interlocking steel edges. Korfix base and wide metal top edging Expertly crafted in Germany. Available in 5'7", 5'9", 5'11", 6'1", 6'3", 6'5", 6'7", 6'9", 6'11" or 7'1". Specify length. Ship. wt. approx. 10 lbs.

	Retail
5071AF4900—Hurricane Skis with Vail Bindings. Specify length	$80.00

(G) KITZBUHEL WOOD SKIS. 25 laminations of selected hardwood; interlocking high carbon steel edges. Korfix base Excellent for beginner and intermediate skiers. Available in 5'6", 5'9", 6', 6'3", 6'6", 6'9", or 7'. Specify length. Ship wt approx. 10 lbs

	Retail
5073AF3588—Kitzbuhel Skis with Vail Bindings. Specify length	$50.00
5074AF2963—Kitzbuhel Skis with Aspen Bindings. Specify length	42.00

Retail Prices May Vary in Different Trading Areas



5151AF15563 — Evka 7 H.P. Outboard with 3¼ Gal Aux. Gas Tank Solid State Ignition System. Starts with fouled plugs or even when flooded. Less ignition maintenance. Auto. electronic spark advance. 1 cyl., 2 stroke cycle air cooled eng.; 7.8 cu inch displ., auto. rewind starter. Carburetor with float pump, variable idle and hi-speed jets. Drive: Forward Neutral and Reverse. Panel controls, 2 qt. integral gas tank. Overall length 49". Ship wt. 59 lbs. F.O.B. Iowa Factory
Retail $216.95

5152AF31812—Evka 5 H P Outboard with 3¼ Gal. Aux Gas Tank. Storable: air cooled needs no winterizing. 1 cyl., 2 stroke cycle eng., 4.0 cu. inch displ.; specially calibrated flywheel ignition, auto rewind starter, float pump carburetor with variable idle and hi-speed jets. Forward and Full Pivot Reverse Drive. Panel controls, 2 qt. integral gas tank. Overall length 40". Ship wt. 57 lbs. F.O.B. Iowa Factory
Retail $179.95

5153AF10582—Evka 3.5 H P. Outboard with 3¼ Gal Aux Gas Tank. Lightweight. storable: air cooled requires no winterizing. 1 cyl., 2 stroke cycle eng., 5.2 cu. inch displ.; specially calibrated flywheel ignition, auto rewind starter, float pump carburetor with variable idle and hi-speed jets. Forward and Full Pivot Reverse Drive. Panel controls. 2 qt. integral gas tank. Overall length 40". Ship wt. 52 lbs. F.O.B. Iowa Factory
Retail $156.00

5154AF14059—Clinton 7 H.P Outboard with 3 Gal Gas Tank. 2 cycle, single cyl. air cooled outboard with auto. recoil starter. Twist grip throttle control for high and low speed operation. Forward, neutral, reverse. 180° pivot-reverse steering. Semi-weedless propeller. Ship. wt. approx. 52 lbs. F.O.B. Iowa Factory
Retail $209.95

5155AF14396—Clinton 5 H.P. Outboard with 2½ Gal Gas Tank (Not Shown). Similar to above except 5 H.P. without twist grip throttle. Forward and reverse feature. Aircraft type throttle sliding type control full width of control panel. Ship. wt. approx. 51 lbs.
Retail $159.95

5156AF9871 — Clinton 3.5 H P Outboard with 2½ Gal Gas Tank. Ideal for fishing canoeing or just riding around. Air cooled 2 cycle, single cyl. jewel engine system won't clog, corrode or freeze up. Auto recoil starter. 180° pivot-reverse steering. Motor has aircraft type throttle sliding control full width of control panel. Ship wt approx. 48 lbs. F.O.B. Iowa Factory.
Sugg. Retail $139.95

5157AF7834 — Clinton 2 H.P. Outboard. Lightweight for easy carrying. Ideal for trolling and auxiliary power. 2 cycle, single cyl. air-cooled engine auto. recoil starter. 180° pivot-reverse steering. one quart integral gas tank. Penny pinching operation. Ship wt. approx. 32 lbs. F.O.B. Iowa Factory
Sugg. Retail $109.95

All Silentrol Electric Fishing Motors are lightweight and operate on a 6, or 12 volt storage battery. Permanent Magnet Motors feature alnico construction, 8' battery cables; sturdy mig bracket; convenient steering handle fingertip control; and make boat handling easier without the chore of paddling, permitting more fishing time enjoyment. **Shipped F.O.B. Tenn. Factory.**

4840AF12150 — "Model 310 — Silentrol 36" **Elec. Fishing Motor with Remote Control.** Std 3-speed motor equipped with a remote control unit which can be operated 10' from motor. Button operated controls. Motor speed control in handle. Ship wt. 21 lbs.
Retail $169.95

4841AF12990 — Model 340 — Silentrol H D. 36" Elec Fishing Motor With Remote Control. Same as above except delivers approx 30% extra power at high speed. Ship wt. 24 lbs.
Retail $179.95

4416AF588—Side Mount Brkt. (Not Shown). For easy installation of motor on either side of boat. Approx ship wt. 7 lbs. **F.O.B. Tenn. Factory**
Retail $7.95

5033AF2458—Kayou Mount Brkt. (Not Shown) Permits mtg. of Remote Control fishing motor at prow of boat. Permits motor to be lifted from water and folded back parallel with top of boat when cruising with outboard. Std. 10" arm length. Ship. wt. approx. 3 lbs.
Retail $34.95

5014AF4175—Model 400—Marlin Silentrol 24" Elec Fishing Motor. All alum construction; special high efficiency nylon propeller. Special permanent magnet motor with low ampere draw for greater power. Two speeds High, Low. Ship wt approx 14 lbs.
Sugg. Retail $69.95

4842AF8650—Model 380—Silentrol 30" 84d Motor. Weighs only 13½ lbs. 3 speed Unit. All die cast alum construction. Ship wt. 15 lbs. **F.O.B. Tenn Factory.**
Retail $94.95

4845AF7250—Model 320—Silentrol 30" H.D. Motor. 3-speed unit, weighs 14 lbs. Low and med speeds compare with the speeds of the std. motor, but the high speed has approx 30% more power. 4-position adj. handle. Ship wt. 15½ lbs.
Retail $104.95

Battery Chargers

For marine auto and other batteries which require an efficient charger

4475AF975—3 Amp 12V Battery Charger (Not Shown). Ship wt. 4½ lbs
F.O.B. Tennessee Factory.
Sugg. Retail $18.95

4521AF1238—4 Amp 6 or 12 Volt Battery Charger (Not Shown). Ship wt. 6½ lbs.
Sugg. Retail $18.95

AMERICA'S BEST SELLING ELEC. FISHING MOTORS

Phantom Elec. Fishing Motors Feature Full 360° Steering, Lifetime Lubricated Specially Designed Power Unit enclosed in sealed lower unit. Steering Skeg protects propeller from logs and rocks. **Phantom Motors** are double sealed around prop shaft with non-water soluble Lubricant between seals. Spring loaded transom angle adjustment on 5158A5733 and 5158A4467 serves as lock to hold motor horizontal when not in use or when using large gas motor for power. **All Phantom Motors operate on 6 or 12 volt battery (Battery not incl.).**

Phantom M-25 Elec Fishing Motor
5158A5733 — 3 speed selector switch for Low, Med or High speeds. 30" shaft for boats with up to 30" transom. 8' H D insulated battery cables, adj. re-pilot for constant course selection. Permanent magnet type motor. Ship wt. approx. 12 lbs.
Retail $88.95

Phantom M-10 Elec. Fishing Motor
5159A4467 — Med. size elec. motor with plenty of power for boats up to 17'. 3 speed unit for Low, Med or High speeds adj. re-pilot for constant course selection. Series Field motor. 25" shaft. 7' battery cable. Ship wt. approx. 7 lbs.
Retail $68.95

Phantom M-2 Elec Fishing Motor
5160A3787 — Compact elec fishing motor with 2 speed (Low or High) control adj. re-pilot for constant course selection. 8' insulated battery cable. Series Field motor, 20" shaft. Ship wt approx 3 lbs.
Retail $49.95

A

"CLINTON" 5 HP ONLY $99.95

B

ELECTRIC MOTOR ONLY $34.88

C

Heavy Duty Electric Motor by Minn-Kota.

KIMBALL SKIS

D

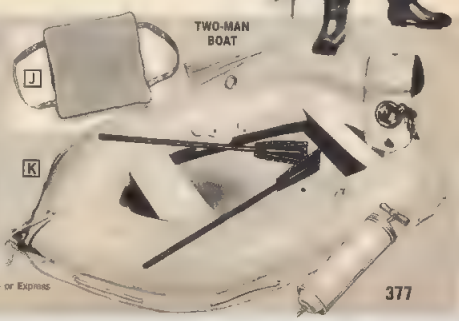
E

KIMBALL CONCAVE SKIS

F

G

H



J

K

A CLINTON 5 HP OUTBOARD MOTOR. Most versatile motor in its class. Air cooled Clinton gasoline engine system won't clog, corrode, or freeze up . . . salt water can't damage it. Automotive type carburetor, two-blade semi-weedless propeller, automatic recoil starter for easy, quick starts, aircraft type choke control, automotive type fuel pump. Full 360° turning. Includes remote 3-gallon tank and 5-ft. hose, for hours of cruising. Wt. 36 lbs. Not mailable.** Shipped from Iowa Factory.

M93A-14700 Retail $180.00 ..... Only **$99.95**

B MINNKOTA ELECTRIC FISHING MOTOR. The best way to fish . . . sneak up on 'em quietly. The noiseless Minnkota lets you troll smoothly up to 7 mph in complete silence. Highly maneuverable, permits full 360° turns. Fits any fishing boat, canoe or dinghy . . . works on any 6 or 12 volt car battery . . . will run all day on a single charge. Specifications: 2 speed motor sealed ball bearing construction bracket adjusts for depth and tilt. Wt. 14 lbs. Shipped from Minnesota factory.

M93-19042 Retail $54.95 ..... Only **$34.88**

C HEAVY DUTY DELUXE ELECTRIC FISHING MOTOR. The cadillac of the electric fishing motors. A topwater, gear driven motor that gives you 60% longer battery life plus more power. Three speed switch. Will operate on 6, 12, 18, or 24 volt batteries. Features: Stainless steel propeller shaft, finger-tip control, 360° pivot, adjustable bracket for depth and tilt. Wt. 25 lbs. Not mailable.** Shipped from Minnesota factory.

M93A-19056 Retail $129.95 ..... Only **$79.88**

UNIVERSAL REMOTE FOOT CONTROL FOR ELECTRIC MOTORS. Keep both hands free for fishing. All operations, starting and stopping, turning right or left or 180° completely controlled with your foot. Takes only minutes to install. No noise. Also fits most other motors. Wt. 12 lbs. Shipped from Minnesota factory.

M93A-20001 Retail $87.95 ..... Only **$59.95**

D KIMBALL FIBERGLASS WATER SKIS. Pressure molded from finest fiberglass . . . feather-weight, yet it possesses a greater strength to weight ratio than fine aluminum. Natural fiberglass finish. Fast and easy to ski. Maintenance free. With Ron-Vik automatic bindings. A combination pair . . . includes one standard and one slalom ski. Wt. 14 lbs. Not mailable.**

93A-19441 Retail $49.95 ..... Only **$33.95**

E KIMBALL CONCAVE FIBERGLASS WATER SKIS. Highly maneuverable because of the unique concave bottom which makes for a softer, better control ed ride. Pressure molded fiberglass skis can't warp, twist or curl, giving grip and maintenance free. Combination pair includes one regular and one slalom ski. Wt. 14 lbs. Not mailable.**

93A-20028 Retail $59.95 Only **$39.95**

F DELUXE FISHERMAN'S VEST. Pockets for just about everything. Made of pre-shrunk washable fine count cotton poplin. Has six breast pockets for lures, bait and equipment. Fleece patches on two top breast pockets for hooks and flies. Two bottom side pockets with nylon zippers. Full back pouch. Creel sold below. Specify S (30-33), M (34-36), L (37-39), XL (40-44). Wt. 2 lbs.

93A-20555S Retail $14.95 Only **$9.35**

Creel for above. Wt. ½ lb.

93A-21187 Retail $1.95 ..... Only **$1.50**

G WAIST HIGH WADERS. Top of rubber laminated to cotton with suspenders. Large utility pocket. Boots are insulated, have steel shanks, cushioned insoles, and semi-hard toes. Olive color. Shoe sizes: 7-8-9-10-11. **SPECIFY SIZE.** Wt. 8 lbs.

93A-20547S Retail $21.95 ..... Only **$15.95**

H DELUXE BOAT LADDERS. Will float if dropped overboard. Exclusive rib design plastic steps with adjustable stand-offs, seamless aluminum construction, copper anodizing. Swivel stand-offs. Hooks are vinyl capped for boat protection.

4-STEP MODEL. 11" hook. Wt. 6 lbs.

93A-19554 Retail $13.50 ..... Only **$8.95**

3-STEP MODEL. 11" hook. Wt. 5 lbs. About 33" length

93A-19562 Retail $11.70 ..... Only **$8.50**

J BOAT CUSHIONS. Coast Guard approved. Kapok filled. Grab straps extend full width across cushion inside and are box locked to center for added strength. 15x15x2". Wt. 2 lbs.

93A-20563 Blue. Retail $6.95 Only **$3.88**

93A-20571 White. Retail $6.95 Only **$3.88**

K TWO-MAN INFLATABLE RUBBER BOAT KIT. Made of extra heavy duty canvas, laminated to a rubber inner shell for years of service. All around catch rope and pull rope with brass grommets. Oarlocks also with brass grommets. 2 attached seats. 2 separate inflation compartments for safety, inflated size 95x56". Includes the boat, volume air pump, a pair of snap together aluminum oars and repair kit. Wt. 35 lbs.

93A-19336 Retail $55.00

Only **$38.95**

**Shipped by Truck or Express

Sizes 6 to 18 . . . score with an Official NFL Sweatshirt and rule book

Pick your favorite team and get an NFL sweatshirt with authentic team emblem on the front and team name on the back . . . both in the official team colors . . . PLUS an NFL rule book. 95% cotton and 5% acrylic sweatshirt is fleece backed for warmth and softness. Features drawstring hood, double rib knit cuffs and waistband and lower pouch pocket. Machine wash seperately. Color: Gray. Sizes: Sm(6-8); Med(10-12); Lg(14-16); or X Lg(18). See chart 5, page 281
State size, catalog number as listed at right, below . . . . . only 3.99
Shipping weight 1 lb. each . . . . . *A Lor 7.94

only 3.99

32 J 8350 Dallas Cowboys
32 J 8351 Chicago Bears
32 J 8352 Kansas City Chiefs
32 J 8353 Minnesota Vikings
32 J 8354 Los Angeles Rams
32 J 8355 New York Giants
32 J 8356 Baltimore Colts
32 J 8357 Green Bay Packers
32 J 8358 Cleveland Browns
32 J 8359 St. Louis Cardinals
32 J 8360 Washington Redskins
32 J 8361 Detroit Lions
32 J 8362 San Francisco 49'ers
32 J 8363 Pittsburg Steelers
32 J 8364 New York Jets
32 J 8365 Atlanta Falcons
32 J 8366 Philadelphia Eagles
32 J 8367 Cincinnati Bengals
32 J 8368 Denver Broncos
32 J 8369 Miami Dolphins
32 J 8370 New Orleans Saints
32 J 8371 Boston Patriots
32 J 8372 Oakland Raiders
32 J 8373 San Diego Chargers
32 J 8374 Buffalo Bills
32 J 8375 Houston Oilers

Use Budget Power—make brightest Christmas dreams come true

DELUXE

BILLFOLDS

IN THE WORLD'S MOST EXPENSIVE LEATHERS

BY COACH

◀ **Genuine Alligator** . . . the Aristocrat of fine leathers. An elegant, widely acclaimed leather that is expensive but durable, long-wearing and will remain unscratched thru constant use! So rare it is bought and sold by the square inch.

An Extraordinary Collection of Prestige Billfolds

ALLIGATOR BILLFOLDS (left)

Luxuriously detailed in the finest craftsmanship. Unique "pre-folded" center construction—billfold closes slim and folds incredibly flat! Hand turned edges. Interiors richly silk lined, bill dividers are leather tipped. "Flip-up" passcase style holds photos, credit cards, etc. and has 2 large window pockets plus 2 card pockets. Flatfold style is trim and slim, has 4 roomy pockets, color coded removable acetate inserts for photos, cards. Retail

5140LL2250—Black Passcase Model . . . $55.00
5141LL2250—Brown Passcase Model . . . 55.00
5143LL2250—Black Flatfold Model . . . 55.00
5144LL2250—Brown Flatfold Model . . . 55.00

ALLIGATOR GIFT SET

Handsome pocket secretary and billfold in luxurious Alligator leather. Smart silk-lined gift box. Slender pocket secretary has hand turned edges, leather and silk lining, 2 large pockets, letter flap, 1 ID window. Billfold has removable passcase, 2 card pockets, leather tipped bill divider. Retail

5144LL3600—Brown Pocket Secretary and Billfold Set . . . $80.00
5145LL3600—Black Pocket Secretary and Billfold Set . . . 80.00

IMPORTED AUSTRALIAN KANGAROO (Right)

A distinctive leather of strength, beauty and durability. Reasonably priced, yet its softness and firm handsome grain give the appearance of expensive Pinseal leather! Hand turned edges, silk lined. Double bill sections with leather-tipped divider. Removable passcase model has 2 card pockets. Flatfold model has color-coded removable inserts for photos, etc., 4 pockets. Retail

5146LL500—Black Passcase . . . $12.50
5147LL500—Brown Passcase . . . 12.50
5148LL500—Black Flatfold . . . 12.50
5149LL500—Brown Flatfold . . . 12.50

SMOOTH CALFSKIN (Right)

Popular the world over, fine Calfskin is soft, supple with a lustrous finish. So luxurious to touch, yet wears so well! Stitchless construction, double bill compartment. Removable passcase model has 2 card pockets. Flatfold has 4 pockets, removable acetate inserts for cards, etc.

Retail

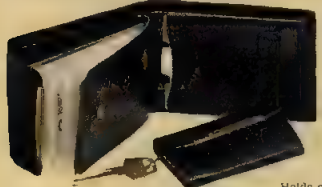
5163LL413—Black Passcase . . . $7.95
5163LL413—Brown Passcase . . . 7.95
5154LL413—Black Flatfold . . . 7.95
5155LL413—Brown Flatfold . . . 7.95

GENUINE OSTRICH

The rarest, most luxurious of all premium leathers from South Africa! Prized for its beautiful, distinctive quill-marked hide—so famed for strength and durability. Pre-folded center construction enables wallet to close slim and trim. Hand turned edges. Elegantly lined interior, leather-tipped divider. "Flip-up" passcase model for extra photos, cards, etc. Flatfold model is extremely thin, has 4 pockets, removable acetate inserts for cards, etc. Retail

5150LL2325—Natural Passcase Billfold . . . $55.00
5151LL2325—Natural Flatfold Billfold . . . 55.00

APPROX. SHP. WTS.
Billfolds 1 lb.
Gift Sets 1½ lbs.



TOP GRAIN COWHIDE GIFT SET

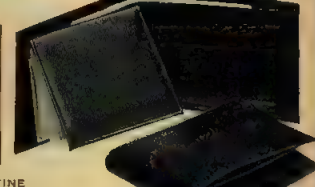
Superb styling in masculine-looking Top grain Cowhide leather . . . derived from strong, durable hides. Handsome matched set in silk-lined gift box. Stitchless billfold has removable passcase, bill divider, card and stamp pockets, 6 hook key case has snap button closure. Retail

5156LL375—Black Billfold and Key Case Set . . . $8.95
5157LL375—Brown Billfold and Key Case Set . . . 8.95

"TRI-FOLD" WALLET

Holds oversize bills, letters, yet folds to slim, pocket size! Removable window "file" for 12 cards, photos, 2 roomy pockets, extra large currency section. Retail

5158LL338—Brown Kangaroo Leather . . . $7.50
5159LL338—Black Kangaroo Leather . . . 7.50
5160LL300—Black Buffalo Calfskin . . . 5.95
5161LL300—Brown Morocco Leather . . . 5.95



FINE PINSEAL

Genuine Seal, one of the rarest of prestige leathers. Characterized by its sparkling hand grained finish . . . soft, and extremely supple. Wears exceptionally well. Pre folded center to close slim. Hand turned edges, leather tipped bill divider, silk lined. Passcase model has "flip-up" window file for 8 cards, photos. Slender flatfold has removable acetate window file, 4 pockets. Retail

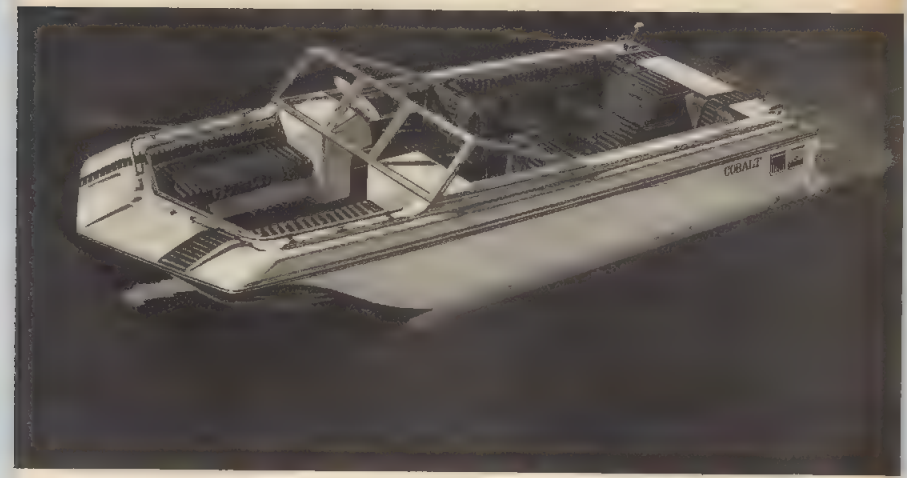
5162LL1250—Black Passcase Billfold . . . $30.00
5163LL1250—Black Flatfold Billfold . . . 30.00

Excellence ...in a big way...

Tri-hull cathedral design reaches the peak of excellence in the new Cobalt TH18. Bold, dashing lines emphasize its dazzling performance...and complement the crowd-pleasing spaciousness of this fast, big pleasure boat. Superbly easy-riding and dry in rough, high seas, it is at the same time the most practical and most luxurious and stylish boat of its class.

The TH18 is one of ten brilliant models in the Cobalt line. There's a Cobalt for every class of service...from family freshwater fun to deepsea cruising and fishing and all-out competition racing. The Cobalt dealer has a boat for every quality-minded buyer...each model engineered for excellence, and custom-crafted in Cobalt's all-new plants, using advanced techniques. Send for our full-line color brochure and dealer franchise availabilities. Write or phone...now.

COBALT!



COBALT MARINE, INC.

P.O. Box 515
Chanute, Kansas
316 431-2170

POWERED BY MERCRUISER STERN DRIVES

Circle No. 14 On More Data Card on Page 90

SEAFLITE

BOATS

18'5" Model SS 185 T

POWERED BY

MERCRUISER STERN DRIVES

GO LET'S BOATING

SUPERIOR DESIGN. That's where it all starts with a Seaflite. Boats with unmatched performance. Boats with classic beauty and styling. Fiberglass finishes unmatched by any boat builder in the country. Hard tops or open models.

These are the reasons more and more qualified boatmen are turning to Seaflite. It's made in Salt Lake City by craftsmen who are dedicated to building the finest boats in the West.

They're built to last, too. Fiberglass is hand layup — not gun-glass. The hull has integral mahogany stringers, foamed in place The deck is also foamed for flotation safety. Windshields are safety glass. Resale value stays high.

Before you make your decision, be sure to see the Seaflite line at your quality Seaflite dealer.

Seaflite Corporation, 3363 S. 6th West, Salt Lake City, Utah 84119

Riverbend Marina
Bullhead City, Ariz.
Rent A Boat Marina
Phoenix, Ariz.
Galey's Marine Supply
Bakersfield, Calif.
Mesa Boat & Marine
Costa Mesa, Calif.
Aloha Boats
Cupertino, Calif.

Clawson Boat Works
Fresno, Calif.
West Valley Marine
Northridge, Calif.
Monument Marine
Pleasant Hills, Calif.
Riverside Boat & Marine
Riverside, Calif.
Warner Boat Sales
Sunland, Calif.
Harris Marine Center
Ft. Collins, Colo.

Caird Engineering Works
Helena, Mont.
Diamond Boat & Sport
Reno, Nev.
Maxon's Marine
Eugene, Ore.
Pelican Marine
Klamath Falls, Ore.
Pastime Dock & Marine
Lakeside, Ore.
Sports Marine Ltd.
Milwaukie, Ore

Cascade Merc. Sports Marine
Salem, Ore.
Richland Hills Marine
Ft. Worth, Texas
Boating, Inc.
Everett, Wash.
Hood Canal Yacht Basin
Union, Wash.
Puget Sound Marina, Inc.
Seattle, Wash.

Circle No. 15 On More Data Card on Page 90

It was no more than a chopped-off surf board with an outboard motor on it. A Marine was lying on the board with his feet sticking out and his hands grabbing the motor. At the time we did not make any connection between him and the chopper, but he circled us a couple of times and then went ahead. Then he came back again and waved us on. Just as we got to Fenwick Cut, we watched the chopper land on the point. Our escort cut ahead of us and ran up on the beach. The Marines from the chopper had him and his little "bug" out of the water and into the plane in seconds. Then they took off.

Reta and I decided that they had seen us wandering around when we were looking for the cut and had dropped this boy off to lead us onto the right track. Of course it was not necessary, but it certainly was nice of them. They made getting "confused" an adventure!

You can also go aground easier on the Intracoastal than on any water we have ever cruised. Never has so much shallow water covered so much land. A bay or a sound can stretch for miles and miles, but if you get out of the 125 foot channel of the waterway, you go aground in one to two feet of water. And to make matters worse, when the Corps of Engineers dredged the channel, they left a "spoil" area along the edges in many places which actually makes a hump for you to get over along the sides of the channel.

We tried to cut across a channel in the Pungo River. The buoys were set in a long hook that led us out into the bay on a port tack only to turn back to starboard and cross the line of the buoys we were following. Of course the water was still brown, so no idea of the depth could be had. That is until we felt the lower unit dragging along the bottom! I simply raised the lower unit of the outdrive, grabbed a bow line, and played Volga boatman out to the channel.

Often the shallow water along the channel hides the propeller manufacturer's best friend—the oyster bed. You can just about figure one inch off your propeller for every ten turns through an oyster bed. We started with a fourteen inch prop, but it could not have been more than twelve inches when we returned. A tug boat had gone aground and blocked the channel near Wrightsville, North Carolina. When I tried to go around, *Murleta* chewed up oyster shells. Only by raising the lower unit partially out of the water could we get by. Again we were glad we had an I/O instead of a straight inboard. Instead of being a disaster, going aground became almost a game with us. We never did go hard aground the way bigger boats did, and if the water was shallow enough to go aground in, it was shallow enough to jump into. So we could always push *Murleta* back into the channel.

Yes, a cruise along the Intracoastal Waterway is different from California or Canadian cruising. But if you think I am foolish enough to say which is better cruising, you have another think coming. Whether you cruise the Atlantic or the Pacific, you will find excitement and adventure. Most important, however, you will find that boatmen are the same friendly people no matter which coast they call home. Everyone should make the Intracoastal cruise at least once, especially if they are used to the "golden" west of California. The trip will certainly be a memorable one. ⚓

sensational styling and sparkling new colors that are accented by coordinate
choice of the four COBIA lines . . . Senlando"
and "Mobile Mini-Yacht"™. For more information
CARIBBEAN 24CC
In this all-new "Caribbean" you're on top of it all . . . gliding across the waves with the freedom of a gull. A high-performance craft, it is 24 feet of comfort and graciousness with all the power and safety features built right in. It has full bulkhead with a door for locked storage and privacy. The spacious interior is beautifully appointed with deluxe upholstered helmsman seat.
SPECIFICATIONS: Gunnel Length — 24'8". Centerline Length — 21'8" Beam 96". Approx. Wt. — 3000. Maximum H. P. — Twin 165. Seating Capacity — 6-8.
Cobia BOATS, INC.
SANFORD, FLORIDA 32771
SUBSIDIARY OF ASHLAND OIL INC.
Ashland
POWERED BY MERCRUISER STERN DRIVE
PACESETTER FOR '70

It was no more than a chopped-off surf board with an outboard motor on it. A Marine was lying on the board with his feet sticking out and his hands grabbing the motor. At the time we did not make any connection between him and the chopper, but he circled us a couple of times and then went ahead. Then he came back again and waved us on. Just as we got to Fenwick Cut, we watched the chopper land on the point. Our escort cut ahead of us and ran up on the beach. The Marines from the chopper had him and his little "bug" out of the water and into the plane in seconds. Then they took off.

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sensational styling and sparkling new colors that are accented by coordinate
choice of the four COBIA lines . . . Senlando"
and "Mobile Mini-Yacht"™. For more information
CARIBBEAN 24CC
In this all-new "Caribbean" you're on top of it all . . . gliding across the waves with the freedom of a gull. A high-performance craft, it is 24 feet of comfort and graciousness with all the power and safety features built right in. It has full bulkhead with a door for locked storage and privacy. The spacious interior is beautifully appointed with deluxe upholstered helmsman seat.
SPECIFICATIONS: Gunnel Length — 24'8". Centerline Length — 21'8" Beam 96". Approx. Wt. — 3000. Maximum H. P. — Twin 165. Seating Capacity — 6-8.
Cobia BOATS, INC.
SANFORD, FLORIDA 32771
SUBSIDIARY OF ASHLAND OIL INC.
Ashland
POWERED BY MERCRUISER STERN DRIVE
PACESETTER FOR '70

Compass Point Club, U. S. Virgin Islands, the luxurious Aquaminium marina resort complete with hotel, restaurants, swimming pool, shops, and beach facilities

Introducing the

AQUAMINIUM

Your cruising Caribbean home with a new concept of pleasure and profit for you

Cruising Caribbean homes also for rent. This Chris-Craft 46' Aqua • Home sleeps 8 with 2 private staterooms. Completely equipped, carpeted, furnished, air conditioned. Has twin 230 h.p. inboard engines ideal for island hopping. Unusually reasonable rates in a variety of rental plans

An Aquaminium is a "condominium on the water" Enjoy it ashore or afloat as a vacation home. It's a comfortable spacious boat, ideal for exploring the best cruising, sailing and fishing areas in the Caribbean. It's a sound business investment too, a planned franchise for capitalizing on the increasing demand for rental boats in this area

The Compass Point Club is your home port on duty-free St. Thomas, the most beautiful, the most popular of the U. S. Virgins. This unique, club-marina-resort will help make it even more popular the year 'round with demands for boat rentals to match. Whenever you're not there, your Aquaminium franchise can return a profit to you through rentals. If you act quickly you may still be able to enjoy a winter vacation aboard your Aquaminium.

Write today for information on rentals or our Aquaminium ownership franchise plan that includes a charter membership in the first of a proposed international group of Compass Point Clubs.

AQUAMINIUMS

Compass Point Club

P.O. Box 5046, St. Thomas
U. S. Virgin Islands 00801

FIRST in Fun Country

CRESTLINER NORSEMAN 19 ALUMINUM STABILIZED VEE WITH A MERCRUISER STERN DRIVE 160 HP.

POWERED BY MERCRUISER STERN DRIVES

n this Power Performance Team and enjoy the most in boating for years of reliable, carefree
ter fun. Write for complete information: Crestliner, Dept. B-4, Little Falls, Minn. 56345.

Hugger

Another Pleaser by Duo

"Hang on! Duo's new Hugger is sure to grip any boat buyer. A full seventeen feet of glamour from the reflective safety stripe to her fully installed top set. Saf-T-Ring flotation, stern drive power, electric fuel gauge, gas tank, battery and battery case are all standard equipment on the trivee Hugger by Duo.

POWERED BY MERCRUISER STERN DRIVES

Chris Schenkel
ABC-TV's popular sportscaster

Duo®
BOATS • DECATUR, INDIANA

BANGOR PUNTA'S WIDE WORLD OF BOATING
DUO/JENSEN/LOHRS/O'DAY/SEABORNE/STARCRAFT/ULRICHSEN

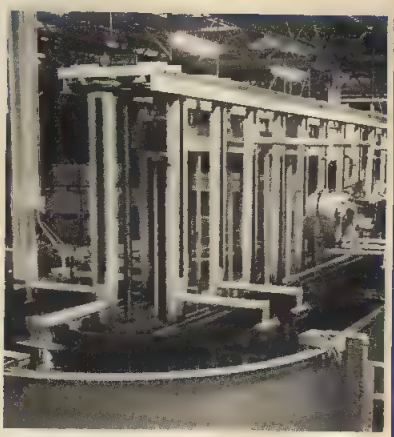
Circle No. 17 On More Data Card on Page 90

Cont. from page 76

1. *Chromate conversion coating (Iridite process)*
2. *Wash and dry*
3. *Passivating primer*
4. *Zinc chromate primer*
5. *Finish coat*
6. *Baking*

The resultant paint system is approximately 3 mils thick and its application has been carefully controlled to produce the best finish for all types of water. Some exposed parts are plated because they are subjected to more than ordinary wear. That's why fasteners, linkages and tilt pins are cadmium plated. In addition, these parts are chemically treated (Iridite bronze process) for better paint adhesion.

Quality control every step of the way assures that the protective coatings are uniformly applied for maximum results. Checking stations monitor the various coating applications. Sensitive electronic testing apparatus is used to measure thickness, hardness and even the gloss of the finish coat ■



Aluminum parts exposed to underwater and atmospheric corrosion get chromate coating

DeckBoat

is a boat for all reasons

For fishing, skiing, skin diving, picnicking, partying, or just lazy cruising. Approximately 140 sq. ft. of useable deck, plus the maneuverability of a runabout. No need to be cramped while fishing: catch 'em, cook 'em, and eat 'em. Or, put 'em in one of the two storage lockers. Fish stop biting, break out the skis. The huge carrying capacity will accommodate loads of people on board.

Single hull permits easy trailering on standard trailer.

FEATURES: Inland lighting, full anodized aluminum rail, colorful collapsible canopy and spray shield, bow eyes, ski pulls, captains chair, mechanical steering, safety snap chain entries, chrome brass hardware, flotation.

Outboard power to 125 hp or stern drives from 90 to 160 hp.

POWERED BY MERCRUISER STERN DRIVES

ANCHOR PLASTICS, INC., P.O. Box 269, Gatesville, Texas. Call R. A. Bell, AC 817 865-5516

Circle No. 23 On Mare Data Card on Page 90

(Advertisement)

TRAINED SALES & SERVICE

second to none...

The Mercury outboard and MerCruiser stern drive franchised dealer organization is largest in pleasure boating in the world.

In addition to the United States, Kiekhaefer Mercury products are represented equally as well in Canada and Australia and in 109 countries throughout the free world.

Each year, Kiekhaefer Mercury's testing program burns over a million-and-a-quarter gallons of gasoline—enough to drive your family car around the world 800 times. Every unit, every accessory, every innovation is tested in salt and fresh water test centers.

Hundreds of research projects are conducted continually to give the boating public the finest in marine products. Kiekhaefer Mercury products have the habit of lasting . . . and lasting . . . and lasting.

Nonetheless, every fine motor needs a tune-up and occasionally requires the attention of an expert.

The company's philosophy is to make available to the boating public a trained dealer sales and service network second to none.

T523 Cruiser, Powered by MerCruiser

STEURY
SIGN OF QUALITY

Where the ACTION is!

- **15 to 23 ft. Runabouts & Cruisers**
- **Deep-V and Tri-hulls**
- **Stern Drives and Outboards**

All with the famous STEURY 5-year factory warranty.

POWERED BY MERCRUISER STERN DRIVES

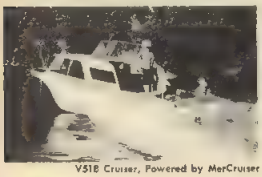
STEURY puts you where the action is. Choose from 18 sharp models, 5 rich colors, offered in 780 different model and color combinations . . . all with proven performance and traditionally fine craftsmanship.

Compare STEURY's advanced styling, unmatched performance, rigid lapstrake fiberglas construction and STEURY's famous 5-year warranty.

Whatever your choice, one thing is certain . . . you can't equal STEURY —AT ANY PRICE.

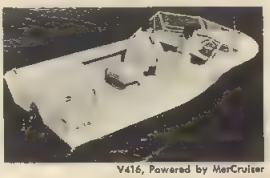
SEND FOR FREE COLOR CATALOG!

STEURY BOAT COMPANY, INC.
SIGN OF QUALITY
Dept. B610, Goshen, Indiana 46526



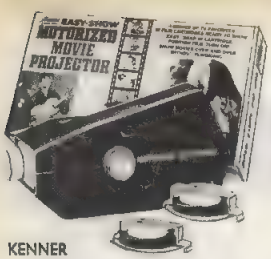
V518 Cruiser, Powered by MerCruiser

T517 Powered by MerCruiser



V416, Powered by MerCruiser

Circle No. 24 On More Data Card on Page 90



KENNER

Easy-Show Motorized Movie Projector

7071T736—A motorized movie projector a child can easily load and operate. No crank to turn. Film runs automatically—stop it to freeze the frame, reverse action for more fun. Just snap in cartridge, press button and show movies over and over without rewinding. Two continuous loop cartridges contain 4 different movies. Precision lens for clear, bright pictures can also be focused for close-ups. New dependable film transport system. High impact, case with carrying handle. Size 9¼"x8½"x5½". Portable, show anywhere—no plug-in, uses 3 "D" batteries (not included) Ship. wt 4 lbs. **Sugg. Retail $10.95**

Tom Thumb President

6044T1195—A quality toy typewriter on which youngsters can do homework, learn spelling, improve letter writing and neatness. Features include lightweight newly designed case, individual action spade-shaped keys, complete alphabet, numerals and punctuation. Letters arranged in same order as standard keyboard. Has ball bearing carriage Clean, sharp, easy-to-read nylon characters Uses standard ½" black ribbon Includes molded carrying case with easy to operate latch Ship. wt 9 lbs **Sugg. Retail $17.95**

Petite Deluxe Typewriter

6426T1852—Types small and capital letters, figures and punctuation marks. 80 different characters Carriage release with safety ratchet, and-of-the-line bell. Paper release and adjuster Ribbon reverse for even wear and long life. Feather-light touch on all keys Ruggedly built to last and last. Standard three bank keyboard Back space key, capital shift key, figure shift key Attractive, two-tone leatherette carrying case Ship wt 7 lbs. **Sugg. Retail $24.50**

Princess Phones With Light-up Dials

6733T833—Push-button activates phone at other end of system. Bell rings Set comes complete with 2 princess phones communication wire, guarantee and installation instructions. Sets are powered by 4 "D" batteries (not included) Color: Pink. Ship wt. 2¾ lbs

Sugg. Retail $12.50

Slimline Phones

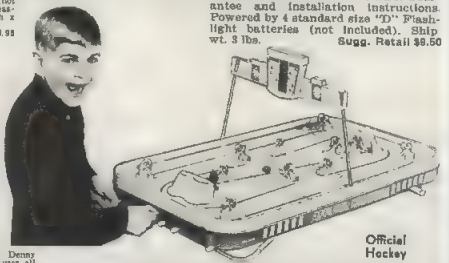
7072T887—Elegantly designed, the Slimline is the newest model pushbutton handset—the same size and style as its real-life counterpart. When one of the buttons is pushed, the bell rings at the other end of the line Children are able to talk from room to room or even upstairs and down. 25' wire to complete the hookup is included. Requires 4 "C" batteries (not included) Each phone measures 7⅝" long x 3" high x 2¼" wide. Ship. wt. 5 lbs. **Sugg. Retail $13.95**

Dial Phone System

21507633—Loudest, clearest, battery-operated voice transmitter available For communications between rooms or from house to garage. Complete with 2 dial phones communication wire. Guarantee and installation instructions. Powered by 4 standard size "D" Flashlight batteries (not included). Ship wt. 3 lbs. **Sugg. Retail $8.50**

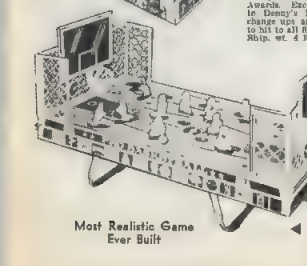
Denny McLain Baseball Game

7073T560 Win with the majors super star, Denny McLain the only 31 game winner Denny uses all the pitches that won him the MVP and Cy Young Awards. Exclusive electric pitching device Place ball in Denny's hand, push button and pitch fast balls, change ups and slider. Swing-action bat allows player to hit to all fields (and bunts too) Colorful grandstand. Ship. wt. 4 lbs. **Sugg. Retail $8.95**



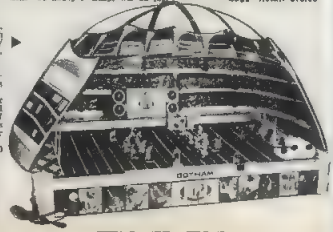
Official Hockey

7074T1260—Big action-packed game with realistic metal players and fast ice. Play behind the nets and scramble for the goal crease Automatic indicator springs into action when a goal is scored Rugs scoreboard shows all goals and assists for each player and features a powered delayed action puck dropper Complete package includes 12 flags, adjustable steel legs and puck ejector Size 36"x21½". Ship. wt. 12 lbs. **Sugg. Retail $16.95**



Most Realistic Game Ever Built

7075T1155—Super Dome Electric Football. Set up formations strategically, then watch 3D players clash on field. Metal kicker/passer boots, actually throws magnetic ball. Defensive team tries to stop ball carrier. Different results on every play. Magnificent 21" high modern stadium. Game completely decorated with top NFL/PA stars from all cities. Photo and autograph library of key NFL/PA members included for added excitement. Field a team of All Stars from 48 red, white and blue self stick name tabs. Choose and change players from the top NFL/PA stars or form your own favorite team. Paint set included. Ship. wt. 14 lbs **Sugg. Retail $18.50**



7075T1067—NBA Official Basketball. All players, operated by remote control, can run, pass, shoot or rebound from any angle while opponents can block, jump or scramble for basketball. Realistic hard board court 18" x 32" mounted on lithoed steel frame Plastic "shooters" are all direct shots to basket. 10, lithoed metal players. Molded backboards with plastic nets. Separate "free throw" mechanism. Ship wt. 9 lbs **Retail $15.95**

Toys Shipped from Chicago or New York Stocks

SAVE $9.08 on Melamine ensembles

Brighten your table with these smart designs in carefree Melamine, each coordinated with elegant stainless. Buy the complete ensemble and save $9.08. Solid color pieces provide rich accent to patterned pieces. Melamine Spiegel guaranteed for 2 years . . . free replacement of any piece chipped or broken in normal use. 96-pc. ensemble includes 45-pc. Melamine set and 50-pc. stainless set.

45-PC. MELAMINE SETS include 8 each: 9¼-in. dinner plates, bread plates, cups, saucers, dessert dishes. 1 each platter, vegetable bowl, sugar bowl/lid, creamer.

50-PC. STAINLESS SET. Swirl pattern . . . medium weight. 15 teaspoons. 8 each: knives, dinner forks, salad forks, soup spoons. Butter knife, sugar shell.

(1) DUBARRY. Golden scroll design enhances rich Granada Green.
Z79 J 4330. 96-Piece Ensemble. Mailable. (17 lbs.).....19.88
Z79 J 4331. 45-Piece Dinnerware Set only. Mailable. (11 lbs.).....17.98

2) MEDALLION. Gold and Brown geometric/Antique Gold accents.
Z79 J 4332. 96-Piece Ensemble. Mailable. (17 lbs.).....19.88
Z79 J 4333. 45-Piece Dinnerware Set only. Mailable. (11 lbs.).....17.98
Z79 J 4440. 50-Piece Stainless Set only. Mailable. (6 lbs.).....Set 10.98

Separately 28.96

95 pcs. 19.88

Choose from two lovely patterns . . . each with coordinated stainless

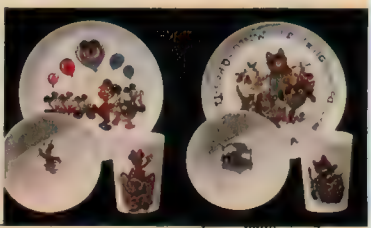
Melamine sets for tots

All 6 pcs. 3.98

- **Get both Mickey Mouse set and Kitty Jinx set**
- **Spiegel guaranteed one full year in normal use**

Colorful kiddie sets help make meals a delightful adventure . . . the perfect gift for every child on your holiday list! Six-piece ensemble includes 3-pc. Mickey Mouse set and 3-pc. Kitty Jinx set, both pictured at right. Each set includes 7-inch plate, 5-inch cereal bowl and tumbler.

Snack sets are molded of durable Melamine to take hard wear and resist breaking. Guaranteed for one full year by Spiegel . . . free replacement of any piece chipped or cracked in normal use. Lovable characters are portrayed in true-to-life colors that stay bright, withstand even the hot water of automatic dishwashers. Sh. wt. 3 lbs.
79 J 2080. 6-Piece Ensemble.....3.98



See Page 285 for Best Terms Ever—Use Budget Power—No Money Down

A potpourri of

1 5-PIECE MEASURING SET brightens her kitchen coordinates with other Starfire giftware. Lime Green ceramic measuring cups with wood handles hang from Lime Green metal storage rack. 4 cups, sizes: ¼, ⅓, ½ and 1 cup 13¾-in wide overall. Shpg. wt. 3 lbs.
79 J 2510.....Set 5.98

2 2-TIER SPICE RACK. Starfire design on Lime Green wood storage rack . . . the perfect gourmet coordinate. Rack holds 12 glass spice bottles with Green plastic stoppers and Gold color labels. Handy concealed storage compartment under decorated cover. 11½x2⅜x15-in high. Spices not incl.
79 J 2511. (5 lbs.).....7.98

3 2-QUART CASSEROLE with warmer. An ideal gift . . . part of the new collection of Starfire accessories. Fine quality Lime Green ceramic casserole with cover, on Lime Green finish metal stand . . . adds beauty to table settings. 9-in. diameter, 7½ in. high overall. Warmer candle included. Mail.
79 J 2512. (5 lbs.).....6.98

4 7-PC SOUP SET Lime Classic serving set complements any table setting. Coordinates with the other Starfire accessories . . . makes an ideal individual gift too. Set includes 2-qt. soup tureen and cover, White ladle and four 18-oz. soup bowls. Matlable Shpg. weight 9 lbs.
79 J 2513.....Set 12.98

5 7-PC MUG TREE SET . . . great to give or get! Fine porcelain china mugs with Lime Green finish and floral pattern coordinates so well with other Starfire accessories. Lime Green metal rack complete with six 8-oz. mugs. Measures 8¾14-in. high overall. Shpg. wt. 4 lbs.
79 J 2514.....Set 5.98

6 STARFIRE BREWMASTER—ideal for use in office, home or dormitory! Heats to 6 cups of water in just a few minutes! Great for making instant coffee, tea or soups. Handsome Starfire floral pattern on Lime Green ceramic pot. 8½-in high. 300W 110-120V, AC, UL listed. Shpg wt. 2 lbs. 8 oz.
79 J 2515.....3.98

7 9-PC. COFFEE SERVER SET . . . A delightful way to complete a meal, serve snacks; use when company drops in. Four 6-oz. Lime Green porcelain china footed mugs with Starfire pattern. Four coordinated plastic serving trays plus large hostess tray complete this useful set. Shpg. wt. 3 lbs. 12 oz.
79 J 2516.....Set 6.98

8 CHIP AND DIP SET. Exciting party giftware accessory. 4-section 12¼-in. diameter plastic serving tray holds crackers, chips. Floral pattern 10-oz. porcelain china serving dish for your favorite dip recipes. Lime Green . . . blends with other Starfire pattern giftware. Shpg wt. 2 lbs. 8 oz.
79 J 2517.....Set 4.98

A Christmas gift for everyone on your list—use Budget Power

Deluxe cook and serve

PATIO WARE

set . . . just like mom's!

100 pc. set 5.99

YOU GET: • 2-burner stove • skillet/handle • 4 casseroles-covers/handle • percolator/cover • well-tree platter • 7-piece utensil set • salt-pepper shakers • sugar bowl/cover • creamer • fruit bowl/8-pcs. fruit plus 6 each • plates • cups/saucers • napkins • knives/forks/spoons • goblets • pans/covers • butter dishes

Cookware and patio ware set goes from "stove" to table . . . looks just like mom's but sized for the young homemaker. Completely accessorized to serve six guests in style. Pretty and practical—durable plastic set is break resistant, gaily decorated.
236 J 6065. Mailable. Shpg. wt. 5 lbs. .....100-pc. set 5.99

Real China Set

29 pc. set 4.49

YOU GET: • cov. teapot • cov. sugar bowl • creamer • salt and pepper shakers • platter • cov. serving bowl • vegetable bowl • 6 each plates, cups/saucers

Lovely tea set looks just like Mother's best set . . . real china sets a smart table for that extra special occasion. Each piece is decorated with dainty floral accents.
236 J 6004. Mail. Shpg. wt. 5 lbs.....29-pc. set 4.49

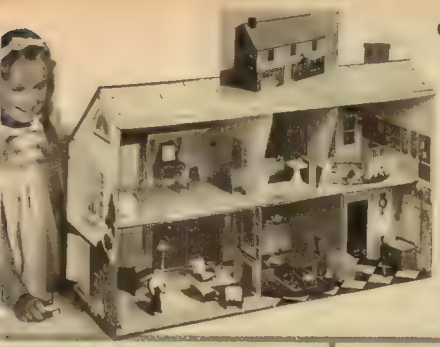
Magic Perk Set

51 pc. set 3.66

YOU GET: • magic percolator • creamer • sugar bowl • round serving tray • 6 each: • knives/forks/spoons • goblets • plates • cups and saucers • napkins

Any little girl will love this aluminum and plastic perk set by Mirro. Till the percolator and pour, it empties. Set it down and it refills like magic. No spills, ever . . . no mess!
35 J 6073. Shpg. wt. 1 lb. 10 oz.....51-pc. set 3.66

Budget Power can give your loved ones a Christmas to remember



Our biggest! 6-room wood house with all the furnishings!

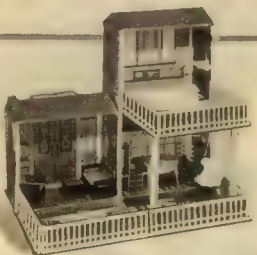
18.88

Get all this:
Deluxe all-wood construction
Six rooms of realistic furniture
Four dolls scaled for the house
Operating VW car; garage door

Sure to delight any young miss! 6-room doll house has room to spare—34½ inches wide! Furnished with contemporary plastic furniture. Features 4 member doll family, friction powered Volkswagen, operating garage door, 6 shuttered windows, window boxes, staircase, carriage lamps. 34x14x21-in. high. Easy assembly. Z36 J 5904. Mail. (15 lbs.)..... 18.88

Fabulous Mansion for Dolls 9.98

Beautifully decorated in latest style with 6 complete rooms of plastic furniture. Attached garage with overhead door, 2 plastic cars. Sturdy steel construction. Plastic windows, trellis and doors. Easily assembled. 31½x12x17½" high. Z36 J 5932. Mail. Shpg. wt. 10 lbs..... 9.98



Barbie Lively Livin' House 11.66

Vinyl-case house for Barbie and friends opens to living room with fenced patio and upstairs bedroom with balcony. 3 spacious rooms of contemporary furniture. Includes swing, shuffleboard court, 2 clothes racks, mirror. 32x17x27-in high. Z36 J 5995 Mailable. Shpg. wt. 9 lbs.... 11.66

Gracious Two Story Colonial 6.98

Comfortable living . . . 6 spacious rooms furnished with colonial plastic furniture. All steel construction. Lithographed house has plastic trim, windows; front door that opens. Clip lock makes it easy to assemble. 23x9x16½ inches high. Z36 J 5934. Mailable. Shpg. wt. 10 lbs..... 6.98

Barbie Family House-in-Case 6.98

Portable home for Barbie and other fashion dolls. You can take it anywhere! Vinyl case opens into bedroom, living room and foyer all furnished in contemporary mood. Case measures 12x11x14 inches high with plastic handle, turn locks. Z36 J 5996. Mailable Shpg wt. 7 lbs..... 6.98

Alice in Wonderland. . .

COMPLETE SERVICE FOR 6

97 pcs. 9.88

YOU GET ALL THIS:

Cov. Casserole	Cov. Teapot	Fruit Bowl
Cov. Creamer	Sugar Bowl	6 Goblets
Cov. Pitcher	Oval Tray	6 Cups
Salt 'n Pepper	Lazy Susan	6 Spoons
Warmer Stand	16-pc. "fruit"	6 Plates
6 Cov. Dishes	6 Napkins	6 Knives
Napkin holder	6 Saucers	6 Forks
2 Candle Holders		2 Candles

A little hostess and her guests can have a dreamy tea party! 97 pieces of break-resistant plastic make a complete service for 6 . . . even includes the "candles." Popular "Alice in Wonderland" characters appear on plates and saucers. Mail. Z36 J 6067. Shpg. wt 5 lbs ..... Set 9.88

Your family deserves the best—this Christmas use Budget Power

Double Value! Double Fun! Your Choice 6.96 Set of 2 Dolls

Bunting Twins Cry Ma-a Ma-a

6 Cotton-stuffed 15-in. "cry" babies, with vinyl limbs, molded hair. One has go-to-sleep eyes; the other twin's asleep
849 Y 6580. . . . .6.96
Ship. wt. 2 lb. 8 oz.

Posing Sisters Drink 'n Wet

7 Pretty sisters in lacy, velveteen outfits! Fully-jointed poseable vinyl limbs, rooted hair, go-to-sleep eyes 14-in. tall.
849 Y 6579. . . . . 6.96
Ship. wt. 2 lb. 4 oz.

Mother-and-Baby Plus a Cradle

8 Their eyes "move!" Big 19-inch doll — fully jointed, poly, rooted hair. 8-in. baby has molded hair. Plastic cradle included
849 Y 6429. . . . . 6.96
Ship. wt. 2 lb. 7 oz.

Walker and "Wee One"

9 Mirror each other in all, but talent. 24-In. doll "walks"; 12-in sits or stands. Both jointed poly, moving eyes, rooted hair.
84Y6439E—Mail. 6.96
Ship. wt. 7 lb.

Happy Twins In their Playpen

10 Sweet look alikes in plastic pen. 9-in. tall, with poseable foam stuffed bodies, rooted hair, painted eyes, playpen "toys".
84Y6414E—Mail. 6.96
3 lb.

Big Selection of Cuddle-Dolls ... Including

SOFTIES

for little as

3.96

1-2 "RAGGEDY ANN AND ANDY" are musical! Charming, tuneful dolls with familiar yarn hair, button eyes—soft, cloth bodies. 15½" tall
849 Y 6601—*Ann*... 4.99
Ship. wt. 1 lb. 4 oz.
849 Y 6603—*Andy* 4.99
Ship. wt. 1 lb. 2 oz.

3 "PAPOOSE" BABY. Very pretty! Life-like eyes, glossy rooted hair. Drinks! Wets! 12" fully-jointed. Fleece outfit.
849 Y 6614..... 3.96
Ship. wt. 15 oz.

4 "MISS SNOWFLAKE" dressed for outings in warm, fleecy snowsuit! She drinks 'n wets, has rooted hair, sleeping eyes. 16-in. jointed poly.
849 Y 6423..... 4.99
Ship. wt. 1 lb. 15 oz.

5 NEW! "MALAIKA" is as lovely as her name! She's an authentic Black-Afro fashion model with a pose-able vinyl body, rooted hair, painted eyes—plus an extra chic outfit. 16-in.
849 Y 6431..... 6.96
Ship. wt. 1 lb. 10 oz.

6 "BOZO" — TV's kiddie delight! Big 28-inch cushiony, foam-stuffed body. Painted vinyl head. Flaming rooted wool hair.
84 Y 6616E—Mail.. 6.96
Ship. wt. 4 lb.

7 DANCING DOLL! Bands attach to girl's feet so doll follows every dance step. Flex-easy, stuffed cotton body's so light! A big 40 in.!
849 Y 6637..... 3.99
Ship. wt. 3 lb. 8 oz.

(8) Over 2-Ft. Tall! Famous Bozo's from TV! 6.96

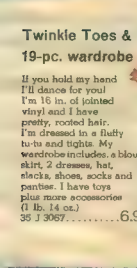
(7) I Dance Any Step You Do! I'm Over 3-Ft. Big! 3.99

DEAR SANTA,
Take Us Home!
Just say
CHARGE IT!
See page 298

Save $5 on Suzanna—world's prettiest doll

~~Was 24.88~~ Now 19.88

Hello! My name is Suzanna. I'm 26 inches of jointed vinyl . . . I was couturier-designed and my hair was specially styled. I wear a beautiful wide bonnet and a satin dress trimmed in fluffy marabou feathers. I have frilly pantaloons and a crinoline! My lacy parasol is very fashionable. Mailable
R36 J 3740. (5 lbs.) 19.88



Twinkle Toes & 19-pc. wardrobe

If you hold my hand I'll dance for you! I'm 16 in. of jointed vinyl and I have pretty, rooted hair. I'm dressed in a fluffy tu-tu and tights. My wardrobe includes: a blouse, skirt, 2 dresses, hat, slacks, shoes, socks and panties. I have toys plus more accessories (1 lb. 14 oz.)
35 J 3067. . . . . 6.99

Marji & Wardrobe . . . her hair grows long

Hi there! I'm Marji . . . 15 inches of jointed vinyl and lots of fun! My hair grows, and I walk if you help. Move my arm down—my hair grows; move my arm up to shorten my hair . . . you can comb, set and style it. You'll love my groovy 23-pc. wardrobe: poncho, slicker & hood, slack set, vest suit—all as modern as now! There are lots of exciting hair and dress-up accessories included. Shpg. wt. 2 lbs. 6 oz.
35 J 3056. . . . . 9.88

SAVE $2.00

Twin Dolls Plus Playground

~~Was 9.88~~ 7.88

- **Two drink 'n wet dolls**
- **Daisy-topped carousel**
- **Play swing • See-saw**

We're the doll twins and we cost less now than in the Fall Catalog! When we come to your house we bring our playthings, too. Turn us 'round and 'round on our merry-go-round, push us in our swing, or help us ride the see-saw. We're 8½ in. tall (plastic), with combable rooted hair and go-to-sleep eyes. We come with pretty dresses, panties, shoes, socks and a bottle. Carrousel: 10x11 in. Swing 10x10x14½ in. See-saw 12x3½ in. (4 lbs.) 7.88
R36 J 3045. Mail

Talking Jill-Dee Hugs You!

I'm 18-in. Jill-Dee . . . let me hug you and I'll recite nursery rhymes, sing songs or say twenty phrases, like "My name is Jill-Dee, what's yours!" I'm made of jointed vinyl and come with three interchangeable 2-sided records. I need 1 "C" cell (not included). Mail.
R36 J 3057. (4 lbs.) 8.88

Softina—Washable Baby

I'm 18-in. baby Softina. I'll sleep and bathe with you. My soft vinyl-foam body's extra cuddly at bedtime . . . glassine eyes and molded hair make me completely washable, too. I drink from my bottle—but sometimes I'll wet. I'm dressed in a diaper, booties and a flannel robe. I come wrapped in a warm flannel blanket, all ready for bed. Mail.
R36 J 3828. (3 lbs.) 5.95

Pitter Patty's All "Heart"

I'm Pitter Patty . . . by Horsman. Pick me up, hear my "heart!" I'm 15-in. tall with foam filled cloth body, vinyl legs, arms and head, rooted hair. I wear a dress, pinafore, panties, booties. My layette: suedette dress, jacket, pj's, diaper, bonnet, comb, brush, curlers, scissors, mirror.
35 J 3002. (2 lbs. 6 oz.) 7.99

Budget Power can give your loved ones a Christmas to remember

FRANCI
Twist 'n Turn Francie—her hair grows with a gentle tug! She's extra-glamorous in her pink dress & hi-heels. Vinyl, with twist n turn waist, bendable legs. Abt 11½ in. tall. Plastic stand included.(1 lb.)
35 J 3506M 4.98
5 OUTFITS . . . designed for Francie, but they fit other fashion dolls. Maxi coat has faux leopard scarf, cap. Travel suit with floppy hat. Formal blouse and skirt set, plus pants outfit and flowerfull cocktail dress. Shoes, accessories incl. (1 lb.)
35 J 3074M . . . 6.99
Save! Francie doll plus all five outfits listed above (2 lbs.)
35 J 3541M 9.99
12
JOE NAMATH
Broadway Joe . . . dressed and ready for the next football game! 12 in tall. Jointed vinyl, with swivel waist. Comes complete with a "Tuff Tus" for an evening on the town, and a bold sports suit for all other snappy occasions! (3 lbs.)
35 J 2880M 9.88
BARBIE
Imagine . . . for only $7.95 you get Barbie Twist 'n' Turn plus 7 extra outfits! She's ready to groove, with twisting waist, bendable legs. Posted hair. Vinyl, abt 11½ in tall. Swimsuit for the beach scene plus fancy Loop Scoop dress and allover-loving, Lovely Sleeping Pleaser stand incl.
35 J 3512M (3 lbs.) 7.95
BARBIE CARRYING CASES . . . in chic multi prints. Hold dolls, clothes, extras. Wipe-clean vinyl. Hangers included. Mailable.
(1) THE TRUNK holds 2 dolls. 10x7x13-in. high.
R36 J 4442. (4 lbs.) . . . 4.88
(2) DOUBLE CASE for 2 dolls. 17x13½x3½-in.
R36 J 4443. (5 lbs.) 4.77
TERRIFIC TOGS
4 outfits . . . just for Broadway Joe. Includes leather-look Bachelor J, vested Backfield in Motion, Double Coverage suit and ruffled Jet Set lounging outfit! Boots, accessories shown, included (2 lbs.)
35 J 2884M 9.88
1
2

See Page 285 for Best Terms Ever—Use Budget Power—No Money Down

From France: beautiful baby dolls by Clodrey

1 $9.99

18-inch Charmer with go-to-sleep eyes

1 She's so cuddly soft, you'll want to hold her forever. Her long rooted hair is styled in bouncy ponytails. Wears a perky topper and matching leggings. Has a polyurethane foam-filled body; vinyl arms, legs and head.

Shpg. wt. 2 lbs. 4 oz.
49 N 31508 .... $9.99

What a chubby, cuddly 18-inch Baby

2 She's such a shy baby, but completely irresistible. She glances at you from the corners of her pretty painted eyes. Has a cute smile, too. Acrylic stuffed body, rooted hair. Vinyl head and hands. Wears a soft play outfit. Wt. 1 lb. 4 oz.
49 N 31506 . . . $6.99

Isn't she a darling 17-inch Baby Doll?

3 She's adorable, with her wispy rooted hair, go-to-sleep eyes and happy smile. She has a soft polyurethane foam-filled body; vinyl arms, legs and head. Wears a frilly 3-pc. outfit. Shpg. wt. 2 lbs.
49 N 31504 . . . $8.99

2 $6.99

3 $8.99

Beguiling 13-inch Baby Doll from France
$5.99

She's dressed for play in her 2-piece lace-trimmed sunsuit. She even has a bright bow in her curly rooted hair. Lay her down and she closes her go-to-sleep eyes. She has a soft acrylic stuffed body; vinyl arms, legs and head.

Shipping weight 12 ounces
49 N 31507 . . . . . $5.99

13-inch drink 'n wet Baby from France
$4.99

Bathe her, feed her from her bottle, dress her in diaper and lace-trimmed topper, then let her close her bright go-to-sleep eyes. She's jointed vinyl with molded hair.

Shipping weight 12 ounces
49 N 31505 . . . . . $4.99

Incredibly soft, life-size 22-inch

Baby Dolls

Designed by **Furga**

$14.99 each

They'll steal your heart away, with their sweet smiles, go-to-sleep eyes and long, long lashes. Each has shiny rooted hair, a cuddly polyurethane foam-filled body, vinyl arms, legs and head. They wear knit leggings, tops and bonnets. From Italy.

Shipping weight each 4 lbs.
(4) 79N31502C–Blonde $14.99
(5) 79N31503C–Brunette.. 14.99

4

5

THE WET SET

Bubbly Baby Dolls you can wash, scrub and splash.. then dry and dress

BETSY WETSY with Layette

$7.99

11½-in. Betsy drinks, wets and cries real tears. She's jointed vinyl with rooted hair Set includes bunting, kimono, diapers, bottles, bottle rack, much more

49 N 31577—Wt. 2 lbs 2 oz. .$7.99

Cut 'l Betsy Wetsy has her own Car Bed

Priced to be SOMETHING SPECIAL Was $5.99 $4.99

She drinks, wets and cries real tears

Adorable 9-inch Betsy is ready to travel . . her folding car bed converts to a carry bed so you can take her wherever you go She's jointed vinyl and polyethylene with rooted hair. Wears a diaper and lace-trimmed jacket. Bottle, blanket, pacifier included.

49 N 30519—Wt. 1 lb. 4 oz. $4.99

LAYETTE BABY

Drink 'n wet doby with complete layette

$5.99

This 12-inch "baby" has painted eyes, a jointed vinyl body and rooted pixie-style hair. She wears a play set with booties, has her own bottle Set incl 2 dresses, robe, romper, topper, rattle, curlers and more Wt. 1 lb. 8 oz

49 N 31582 .$5.99

LITTLE TUBSY

Splashes her arms as she pours her head

Put her in her tub . . or in yours, Little Tubsy splashes her arms up and down and looks around for approval. After her bath, dress her in the cozy robe and diaper 14-inch plastic body, rooted hair, go-to-sleep eyes. Uses 2 "AA" batteries, order below.

79 N 35023C—Shipping weight 4 lbs. . .$9.99

Sold only at Sears $9.99 without batteries

"AA" Batteries. Package of 6.

49 N 8402—Shipping weight 6 oz. . .Pkg. 99c

Mattel's Drink 'n Wet BABY TENDER LOVE with Grft Set

$12.99

Made from a new vinyl foam so she feels like a real baby 14-in baby has rooted hair, wears a cozy bunting (pnk playsuit and booties not incl.) Plastic crib, bottle, comb, brush and 2 diapers also incl. Wt. 5 lbs.

79 N 31574C . . .Set $12.99

Baby Tender Love only. Pink playsuit, booties. Wt. 3 lbs 4 oz

49 N 31526 . $8.77

Layette for Baby Tender Love

$3.99

Layette includes a snuggly sleeper, robe, sacque, bonnet, pants and bootus as well as rattle, bottle, funnel and diapers

Shpg wt 10 oz

49 N 32518 . $3.99

BATHTUB BABY

$6.99

17-inch drink 'n' wet baby has her very own tub. She's jointed vinyl with pretty rooted hair and go-to-sleep eyes. Comes with robe, diaper, dress, romper, booties, soap, sponge, bottle and more

79 N 31583C—Shipping weight 3 pounds $6.99

Cut $1.12 Mrs. Beasley

Priced to be SOMETHING SPECIAL Was $10.99 **$9.87**

Even though she's a popular TV star, Mrs. Beasley keeps her good disposition. Pull her talking ring and she says 11 friendly phrases. She's 22 in. tall, has a cloth body, kind vinyl face and rooted hair. Removable apron, "granny" glasses. Wt. 3 lbs. 4 oz.

49 N 3579 ..... **$9.87**

Teachy Keen $9.99

16-inch cute teaches good grooming

Sold only at Sears. Teachy's really quite particular . . she wants her hair combed, her shoes tied and her coat buttoned up. She says 11 happy phrases when you pull her talking ring. She has soft cloth arms, legs and body, long rooted hair, vinyl head

Shipping wt. 2 lbs. 8 oz.

49 N 3087 ..... **$9.99**

Cut $1 Roarin' 20's Girls

Priced to be SOMETHING SPECIAL Were $4.99 each **$3.99**

11½-inch "flappers" know 8 ragtime phrases

(1 and 2) Sold only at Sears. Cute as can be. Each doll says 8 phrases when you pull her talking ring. They have cuddly cloth bodies, bright painted faces, swingin' clothes and "real" accessories.

Shpg. wt. 12 oz. each

(1) 49 N 30585—Flo . . . **$3.99**

(2) 49 N 30584—Flossie **3.99**

BOZO THE CLOWN $7.99

The only talking Bozo created by MATTEL just for Sears

This 18-inch rascal must be the most lovable, laughable clown ever. Pull his talking ring and he says 11 of the silliest sayings. He's such a great entertainer . . big feet and all. He's stuffed with cotton and has floppy yarn hair on his painted vinyl head.

49 N 3675—Shpg wt. 2 lbs. **$7.99**

"Mommy, I'm sleepy"

Drowsy Cut $1.02

Priced to be SOMETHING SPECIAL Was $6.49 **$5.47**

This sleepy 12-inch bundle of joy has her painted eyes half shut, but she wants to keep talking. Says 11 bedtime phrases when you pull her talking ring. Soft cloth body; vinyl head, rooted hair. Snuggly flannel sleeper

Shpg. wt. 2 lbs.

49 N 3164 ..... **$5.47**

"I'm on my way to Granny's house"

"I love to scare girls in red hoods"

Turnover Talker $5.33

2 different characters, 2 voices in 1 funny turnover

One side shows Little Red Riding Hood but turn it over and—oh—there's the devilish wolf. Pull the talking ring when the Red Riding Hood side is up and you'll hear her 4 phrases; pull the ring with Wolfie's side up and you'll hear him saying 4 phrases. Soft foam-filled cotton, 18 inches high

49 N 35012—Wt. 1 lb. 11 oz. . . **$5.33**

BUY ME & GET ME
FOR $1 MORE
One Doll 6.98
Both Dolls 7.98
We're identical twins, 20 in. tall. We drink and wet like real babies and carry our own bottles. We're jointed vinyl and have long-lashed, moving eyes and rooted hair. We're so pretty in lacy dresses and booties. Mail
R36 J 3604 One Doll (4 lbs.) 6.98
R36 J 3605. Twin Dolls (7 lbs.) 7.98

Polly's hair "grows"... and she has a fabulous 62-pc. wardrobe 8.88

You get a walking fashion doll plus all this . . .

Bridal gown, veil	2 pretty dresses	4-pc. vanity set
3-piece pantsuit	4-pc. mix-match set	Hair care set
1-piece jumpsuit	Rayon panties	2 purses
Formal and stole	2 pairs shoes	Sunglasses
2-pc. ballerina set	1-pair boots	Guitar, radio
3-pc. travel suit	Ballerina slippers	Record player set
Sport dress, panty	6 hangers	Sports equipment

I'm Polly, the 11½-in. jointed vinyl fashion doll with hair that grows when you pull it (move arm to shorten). I can twist and walk too. My fabulous wardrobe includes 12 complete outfits plus vanity, hair care sets, more!
35 J 3088. Shpg. wt. 1 lb. 63-pc. set 8.88

Polly & wardrobe plus vinyl carry case: 13x10x3" case holds me, my wardrobe, and accessories. All around zipper, 5 plastic hangers, and swing away drawer for accessories.
35 J 3089 Shipping weight 2 lbs.....69-pc. set 10.88

Mattel's fun fashion talking dolls . . . wearing the latest beach or at-home wear. Bendable legs for many poses; long lashes; rooted hair (sorry, no choice of color). Smooth vinyl, abt. 11½-in. tall. Clear posin' stand incl. (1 lb. each)

(1) CHRISTIE . . . worries "Oh dear, what shall I wear for dinner"; says six different phrases in all.
35 J 3519M 5.44

(2) BRAD . . . lets us know "Christie is the greatest"; says six things.
35 J 3518M 5.44

(3) BARBIE tells us "Stacy and I are having tea", plus five more sayings.
35 J 3518M 5.44

(4) KEN . . . says 6 phrases in a husky baritone!
35 J 3511M 5.44

(5) P. J.—repeats 6 of the latest sayings.
35 J 3517M 5.44

(6) JULIA . . . of TV fame! 6 sayings in all.
35 J 3520M 6.99

FABULOUS FASHIONS

5 complete outfits to fit Barbie, Julia, Christie and P. J. (dolls not incl.) Consists of the Ruffles 'n Swirls dress the Maxi n Mini brocade dress & coat, Flower-power dress, Harem-ki's jumpsuit and the Know Knit shift. Shoes, boots, accessories shown are also included. (1 lb.)
35 J 3568M 7.99

HANDSOME SUITINGS

4 outfits for Ken or Brad (dolls not included). Set consists of Bold Gold casual wear, Shore Lines beach outfit, Play It Cool sport set & Big Business suit. Shoes, ties, swim accessories shown are also included. (1 lb. 4 oz.)
35 J 3551M 9.99

(7) "LIVING" BARBIE . . . so realistic, because she bends, twists and turns almost as much as you do! She wears a stunning lamé swimsuit and fishnet beach jacket. Vinyl; 11½ inches tall. Posing stand is included.
35 J 3508M. Sh. wt. 1 lb. 4.99

(8) JULIA TWIST 'N TURN swings with twist 'n turn waist, bendable legs. Next to her nurses uniform, she can really groove with Barbie and all her friends. Rooted hair. Vinyl; 11½-in. tall. Plastic posing stand is included.
35 J 3534M Sh. wt. 1 lb. 8 oz. 4.99

Budget Power terms are lowest ever, with longer time to pay

is Double-fun! She
TALKS 'N READS
...see her eyes move as she talks 'n reads nursery rhymes for over 7 minutes! She ... rooted hair, pose-able jointed vinyl body
12.97
Rabbit

I Kick and Ride!

14.44

8 "TIPPIE TOES"—away she goes on her horse and trike. Everyone loves this traveling toddler. She kicks, fusses—really moves! Jointed vinyl body, painted eyes, rooted hair. 17-in. tall. Arrives with vehicles! Uses 2 "D" batts, not incl.(pg 12), ° Mail. 84 Y 6560E—7 lb. ..14.44

I Draw and Sketch!

13.79

9 NEW "SKETCHY", a creative cutie! Draws and sketches with the help of her owner and magnetic wand! Or, she can leave her desk, just for fun! Big, 19-in jointed, vinyl body; rooted hair. Comes with sturdy, plastic desk, 12 embossed templates, drawing paper and washable crayons! 849 Y 6551—5 lb. 4 oz. 13.79

DEAR SANTA

You Cut the Price $3
... now I Know I'll get

PATTI-CAKE

Was ~~9.98~~ last year!

6.98

See her play patti-cake, squirm 'n wiggle ... drinks, cries tears, ... plays music for me, too!

Big Savings on a much-wanted, talented 15-in cuddle-cloth baby! Sleek rooted hair, go-to-sleep eyes, vinyl head, arms, legs.
849 Y 6516—Shp. wt. 2 lb. 5 oz..... 6.98

Cameo Cuddlers low as 2.98

1 **18-INCH "MISS PEEP" coos, cries in separate voices! Jointed washable vinyl-Luve® body, like real eyes!**
849 Y 6642—Wt 3 lb. Was 7.98 6.98

2-3 **Rose O'Neill's coo-ing Kewpies! Squeezy, squeaky all-vinyl, painted eyes. Last year's price cut on #2.**
(2) *Sleepy Kewpie*—11-in. 1 pc. body.
849 Y 6641—1 lb 3 oz. Was 3.98 2.98
(3) *Kuddly Kewpie*—9-in. Jointed body.
849 Y 6643—Ship. wt. 1 lb. 1 oz.....3.98

Baby Luv 'n Care 9.99

4-5 **TV's Luv 'n Care gets sick like a real baby—you make her well! Feed her, she cries, rub her tummy . . . cheeks flush with fever. Nurse her with hot water bottle, thermometer and she recovers! 18-in. jointed vinyl body. Uses 2 "D" batteries, not incl.***
849 Y 6652—White. } Each 9.99
849 Y 6656—Black. } 3 lb. 3 oz.
***847 Y 6390—"D" Batteries.**
Ship. wt. 1 lb. 11 oz.. 6 for 1.00

New! Doll + "Hide-A-Way" House + Furniture

Complete **9.94** Set

4 Happiness is a Hide-A-Way House! A big, sturdy vinyl "House" that sets easily over a card table for a tent-like, special hide a way PLUS doll-sized, blow-up vinyl furniture sofa, bed, table, chair, and more—8-pieces in all! And of course, a friend to share it with! Cuddly-stuffed, Playmate Doll (made exclusively for Aldens) is a big 12 in. tall with rooted hair to comb, bright painted eyes. Eager to share lots of play hours! Complete gift includes Doll, House, Furniture (folds for storage).
84Y6500E White Doll, House, Furniture. 5 lb. Set 9.94
84Y6501E Black Doll, House, Furniture. 5 lb. Set 9.94

New! "Crib-Talk"!

13.99

5 A talking crib plus dreamy 12-in. Baby Goldilocks with long, rooted hair; vinyl head, legs and arms! New 13-in. long Talk 'n Play crib has molded pillow and mattress—makes any doll a "talker." Turn the bird mobile—Crib talks! Plus pet "poodle" and bottle. Uses 1 "C" battery, not incl.*
84Y6513E—Wt. 5 lb. .. 13.99
More "Talking Furniture," p 35

New! "Baby Whistle"

9.91

6 Wow! Put this 16-in. cutie in her rocking chair, press the magic button and she whistles while she rocks! Soft-stuffed body, vinyl head, hands. Painted eyes, comb-able rooted hair. Use 1 "C" battery (not included).*
849Y6514—2 lb. 3 oz...9.91
Batteries sold on page 10

DEAR SANTA,

I wish I had

DOLLS THAT TALK

and keep me company

for little as

6.96

1 "MRS. BEASLEY" of "Family Affair" fame says 11 different things. My, how she rambles on! Big 22-in. granny has a cuddle-soft, stuffed body, rooted hair, vinyl head, hands . . . so realistic she even wears "spectacles"!
84Y6549E—Ship. wt. 5 lb. Mail. 9.99

2 TV-STAR "BUFFY" talks and giggles in her ever charming way! A freckled face, jointed vinyl cutie—she's 11-in. tall, with rooted hair and her tiny, Mrs. Beasley rag doll!
849 Y 6532—Ship. wt. 1 lb. 3 oz. 7.97

3 "DROWSY" SPEAKS English or Spanish! Hear this cuddly, sleepy-head say 11 different phrases! 15-in. nap-time favorite has soft-stuffed body; Vinyl head, hands, painted eyes.
849 Y 6576—Spanish "Drowsy".
849 Y 6574—White "Drowsy".
849 Y 6575—Black "Drowsy".
Shipping wt 2 lb. 10 oz. . . . Each 6.96

We Walk! We Were ~~6.96~~

4 "PEANUTS" SKEDIDDLES — authentic 4½-in. replicas of famous Shultz comic-strip characters. Charlie Brown, Lucy 'n Snoopy skediddle along with slight push, heads swivel—a hilarious sight!
849 Y 6554—1 lb. 5 oz. . . . Set 4.96
*BATTERIES FOR DOLLS
847Y6375—"C". 13 oz. 6/1.00
847Y6390—"D". 6/1.00
Ship. wt. 1 lb. 11 oz.

I Talk, Sing, Whisper!

9.99

5 "CHATTY CATHY" Mattel's new singing, whispering, talking doll with that much-loved, freckled-face! Eager to show her talents, pull the Magic Ring and she does all three! Jointed vinyl arms, legs, rooted hair. Big 17-in. tall TV Star!
849Y6561—2 lb. 3 oz. 9.99

I Walk and Dance!

low as 6.96

6 "SWINGY" a groovy 20-inch dance partner, swings, sways from head-to-toe! Movable vinyl limbs, painted eyes. Brings 33⅓ RPM record too! Use 2 "D" batts., not incl.*
849Y6550—3lb.11oz. 13.88
"Tiny Swingy"—11½-in. Use 1 "C" batt. not incl.*
849Y6548—1 lb. 15 oz. 6.96

I Walk and Play!

6.96

7 "BABY WALK" plays with her yo-yo . . . paddles her ball . . . even waves "bye" with her hanky when she goes for a walk! A fascinating playmate for hours of fun. 12-in. tall. Jointed vinyl body, rooted hair. Uses 1 "C" battery, not incl.*
849Y6559—1lb.11oz 6.96

And Santa
these a
IDEAL
Walk!
Talk!
New!
7
8
6
PATTI PLAYFUL
yawns . . . sucks thumb.
Claps hands, waves too!
Does anything
you want her to!
9.99
Nowest, most realistic doll ever! She's Ideal's 15-inch armful of love, a "Magical" baby that looks, acts alive! You press the magic mechanism to move her arms, open 'n close her mouth. Sleeping eyes. Vinyl arms, legs, head; rooted hair.
849 Y 6491 . . 9.99
Ship. wt. 2 lb 7 oz.
12
13
14

Thumbelina 9.97

6 Arrives in her own plastic carriage. Pull the string, she awakes . . . moves from sleeping to sitting position, throws a kiss! Petite 9-in. soft body just made for cuddlin'; sleeping eyes; rooted combable hair. A real "baby doll" from Ideal.
849 Y 6492.....9.97
Ship. wt. 2 lb. 3 oz.

Betty Big-Girl 24.94

7 Ideal TV star talks, giggles . . . laughs as her head turns to-and-fro! Walks when you hold her hand. Pose her jointed, vinyl body —over 31-inches tall—really life-sized! Beautifully detailed—eyes move, hair's rooted so it's easy to comb and restyle! Uses 1 "D" battery, not included.* Maul.
84 Y 6418E—10 lb...24.94

Crissy-Velvet low as 9.29

8 CRISSY. Hair grows; eyes close. 18" jointed vinyl.
849 Y 6426—1 lb. 8 oz. 9.99

9-10 NEW VELVET. Crissy's perky cousin in jointed vinyl. Pull her hair, see it grow! Eyes close.
(9) 849 Y 6490–Black. 15"
(10) 849 Y 6489–White. 15".
Ship. wt. 1 lb. 7 oz. Ea. 9.29

Velvet Boutique 3.99

11-14 New fashions for Velvet at left. Exquisitely detailed — tiny snaps, buttons, bows! Dazzling change-offs she'll be proud to wear!
(11) 84Y5550 Coat 'n Hat Set.
(12) 84Y5551–Pantsuit 'n Mini
(13) 84Y5552–School Dress.
(14) 84Y5553–Shortie PJ Set.
Wt 6 oz..... .Each Set 3.99

LOOK SANTA!

① Drink 'n Wet DOLL PLUS Her Stroller 6.99

1 "SUSAN" IN STROLLER. Precious "pig-tail" cutie in a real-life, sturdy, plastic stroller. A fun doll, indoors or out! She drinks 'n wets, has go-to-sleep eyes, rooted hair, jointed vinyl arms, legs. Big 16-in. size!
849 Y 6588—Ship. wt. 3 lb. 3 oz.....Set 6.99

2 NEW! HORSMAN'S "PEGGY PEN-PAL" has a magic desk! She copies what you draw, write or trace—actually writes as you write . . . and so talented, she does it all without batteries! Jointed vinyl, 18-in. tall. Head, arms move, rooted hair, painted eyes. 2 pens, pads incl.
849 Y 6611—Ship. wt. 4 lb. 4 oz. Set 9.92

② "Peggy Pen Pal" DOLL PLUS Magic Desk 9.92

DOLLS PLUS their very own belongings!

③ Baby Joy Crib 'n Swing 6.96 for the whole set!

3 BABY JOY + FURNITURE shown above. New! Charming drink-and-wet dolly is three times the fun with her very own plastic crib, hi-chair and swing! Pose-easy, jointed vinyl body, rooted hair, shiny painted eyes. A 12-in. lovable armful "plus" her own sure-to-please toys!
849 Y 6581 .....All for 6.96
Shipping weight 3 lb. 7 oz.

Don't forget, Santa...

In terms of numbers, in terms of craftsmanship, we consider the Egg a rarity.

So do our customers.

First of all, it takes a group of 18 experts 900 hours just to lay the keel, frame and plank the hull. 900 hours because they refuse to be rushed. And it really shows in the finished product.

And is it finished: Painting alone takes something like 500 hours. By hand. And that's only after the hundreds of painstaking hours of sanding. By hand. It's no wonder the end result is so handsome.

And that's just scratching the surface.

Below decks, 8000 silicon bronze fasteners secure solid mahogany planking to triple-laminated white oak frames set on 9" centers.

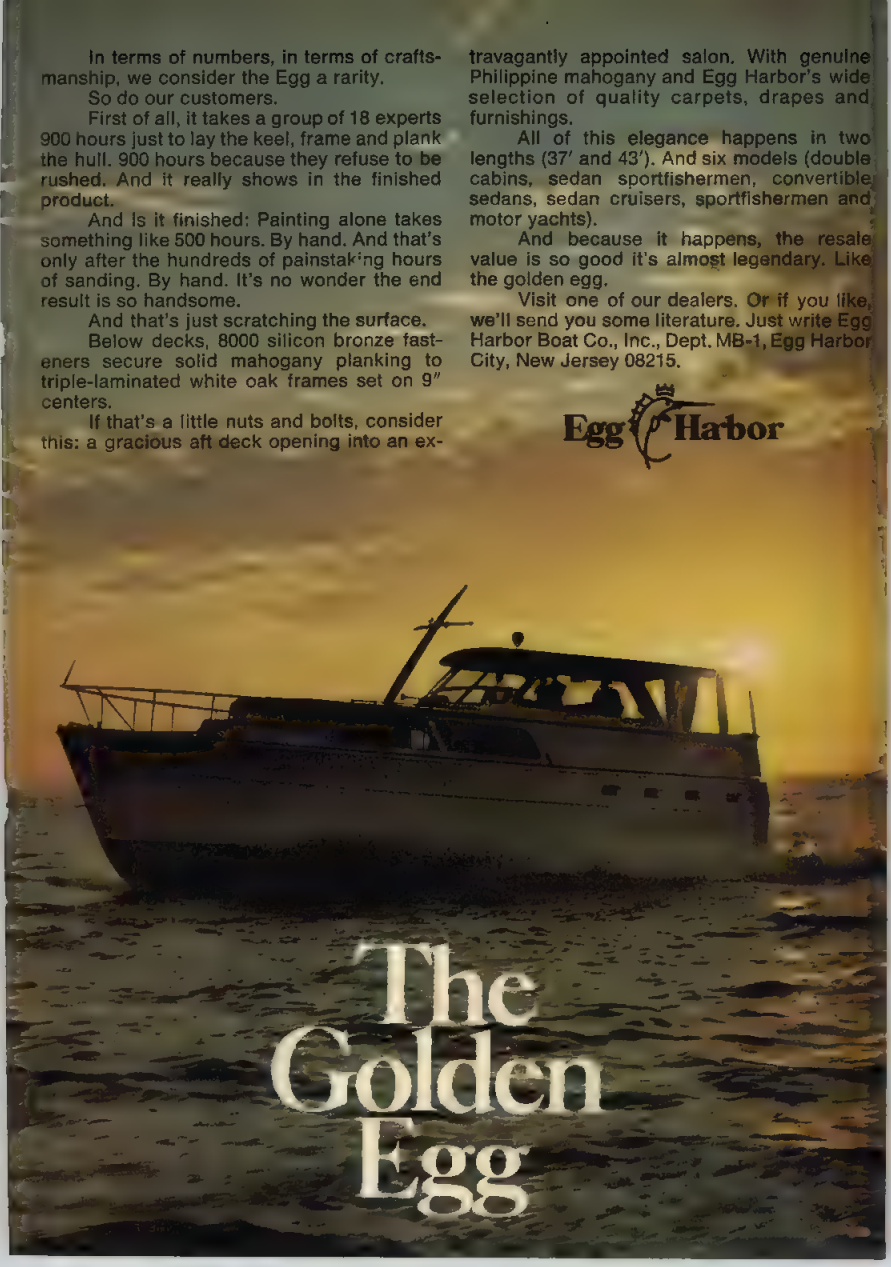
If that's a little nuts and bolts, consider this: a gracious aft deck opening into an extravagantly appointed salon. With genuine Philippine mahogany and Egg Harbor's wide selection of quality carpets, drapes and furnishings.

All of this elegance happens in two lengths (37' and 43'). And six models (double cabins, sedan sportfishermen, convertible sedans, sedan cruisers, sportfishermen and motor yachts).

And because it happens, the resale value is so good it's almost legendary. Like the golden egg.

Visit one of our dealers. Or if you like, we'll send you some literature. Just write Egg Harbor Boat Co., Inc., Dept. MB-1, Egg Harbor City, New Jersey 08215.

Egg Harbor



SLICKCRAFT SC-285
28 ft. of innovation

If there's one thing the boat buyer doesn't need in these days of "me tooism" it's another 28-ft. cruiser to look at. Unless it's unique, one-of-a-kind, a *tour de force*.

And that's what we built. The SC-285. Unique? Curved glass ("float glass," shaped on molten tin) for cabin windows. A binnacle box logically designed to accommodate 1970 instrumentation—even a radio behind a teak panel. An upper V-berth that sleeps two and is a generous storage area by day. Teak and carpeting in the *grand salon* manner. So much more, it takes a brochure of several pages to describe it all.

The man who has seen cruisers before and still isn't impressed will be interested in the SC-285. A copy of the brochure is his for $1.00.

Eldon's Touch Command uses air pressure to operate Stingray and Dune Buggy by remote control

$6.49 without batteries

Eldon's Corvette Stingray

Switch hand control on motorized car responds to the pressure of your fingers. Starts, stops, goes forward or reverse, turns left or right at your command. Hi impact red plastic body on metal chassis. Tinted windows, chrome color trim, and rubber tires. 13½ in. long, 6 foot air cable. Uses 2 "D" batteries (not incl.), order pkg. below. From Japan

49 N 5808—Shipping weight 2 lbs. 8 oz. $6.49

Eldon's Dune Buggy

Just press hand control plunger to operate this sporty orange dune buggy. Hi impact plastic body is 7½ in. long, has chrome color trim, antenna, decals. Rubber tires. Uses 2 "AA" batteries, order package below. From Japan

49 N 54246—Shpg. wt. 1 lb. 4 oz. . . . $3.99

"AA" Batteries. Package of 6

49 N 8402—Shpg. wt. 6 oz. . . . . Pkg. 99c

England's die-cast metal CORGITOYS

Chitty Chitty Bang Bang

1 The most fantasmagorical car ever . . it even has wings that flick out at the touch of the brake lever 6½ in. long with detachable stabilizers—front and rear. Chrome-color hood, red and orange "wings." Hand-painted figures are removable

49 N 54083—Shpg. wt. 9 oz. . . $4.99

Batmobile and Batboat

2 Batmobile really shoots pellets. Removable trailer hauls floating boat. Black, 10½ in. long overall. Batman and Robin incl. Plastic parts.

49 N 54024—Wt. 10 oz. Set $5.99

Batmobile only. 5 in. long. Batman and Robin incl. Shpg. wt. 8 oz.

49 N 54025. . . . . $3.99

Popeye and Olive Oyl turn from side to side. Wimpy and Bruto pop up and down and Swee' pea swings as this funster rolls along.

Multicolor car-boat is 6½ in. long, has anchors, cans of spunach and an adjustable dinghy. Plastic parts

49 N 54585—Wt. 13 oz. $5.99

The "President's" Air Force I Jet

"Fly" it manually, flip switch to make lights blink and engines roar. Push-button landing gear flips up or down for takeoffs and landings. Rugged plastic, metal parts, rubber tires. Blue, grey and white; 18½ in. long. Japan. Uses 2 "D" batteries. Order pkg. below.

49 N 5803—Shpg. wt. 2 lbs. . . $6.99

"D" Batteries. Package of 6

49 N 8405—Wt. 1 lb. 8 oz. . . Pkg. $1.49

5-speed Tonka-Tote Launcher with steep-banked Turn-around Ramp and 2 fast Racers

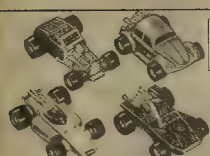
$7.99

Dual-control, spring-powered launcher. Levers can be pumped to any one of 5 launching speeds. Plastic turn-around ramp about 11x17x9½ in. high. Set includes Tonka-Tote Dune Duster dune buggy and Double Deuce hot rod, 3-inch long cars have high-speed tires and axles that reduce friction for extra-fast travel . steel and polycarbonate construction. Snap-on clips.
79 N 54586—Shpg. wt. 8 lbs. . Set $7.99

Sporty Beach Buggy with "balloon" tires pulls a Snowmobile . . Sold only at Sears

$2.99

Ready for all seasons, Mini-Tonka Beach Buggy with divided seats and all weather simulated canvas top. Trailer carries realistic snowmobile scaled to proper size. Equipped with movable front skis. 14½ inches long overall. Chip-resistant enameled steel, plastic parts.
49 N 54435—Shipping weight 1 lb. 7 oz. . . . . Set $2.99



Tonka-Tote Set

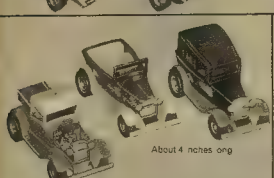
$3.49 4-pc. set

Four high-speed cars each with snap-on clip that permits each car to be attached to belt, pocket or cap for easy carrying. Set includes Dune Duster dune buggy, Double Deuce hot rod, Bug Blaster VW, and Scream 'N Demon racer. About 3 in. long. Steel and polycarbonate.
49 N 54587—Shpg. wt. 8 oz. . . . . Set $3.49

Mini-Tonka Contractor Trucks

$6.99 5-pc. set

Average 9 inches long. Dump truck has lever control body. Cement mixer with tilting, revolving drum. Loader with scoop that raises, lowers and locks. Heavy-gauge steel construction, 2-coat enamel finish and sturdy wheel assemblies.
49 N 54586—Shipping weight 4 lbs. 12 oz. . .Set $6.99

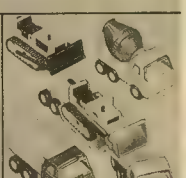


About 4 inches long

Tiny Tonka Crazy A's . . Slicked up mod Model A's

$4.99 4-pc. set

Four racers with wide racing style slicks and mag style wheels. Set includes the Mod Rod with racing stripes, the Draggin' Wagon with metallized-grilled fire-breather; the Frantic Flivver with bright red fenders and running board; and the Scorcher, a slicked-up pick-up. Steel bodies, non-mar tires, tough enamel finish, rugged axles.
49 N 54589—Shpg. wt. 1 lb. 8 oz. . . . . Set $4.99

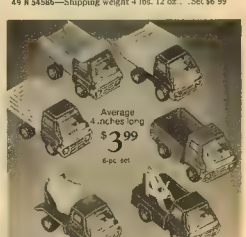


Average 4 inches long

Tiny Tonka Construction Trucks

$4.99 5-pc. set

Tiny trucks do a great job. Set includes front loader, dump truck, bulldozer, cement mixer with revolving drum, and lowboy rig to haul bulldozer. Loader scoop raises, lowers and locks. Automotive gauge steel construction with chip-resistant paint.
Shipping weight 2 pounds 6 ounces.
49 N 54046. . . . . Set $4.99



Average 4 inches long

$3.99 6-pc. set

Midget Marx Trucks

Set includes dump truck, stake truck, sanitation truck with dump action, pick-up truck, wrecker with winch action, concrete mixer with revolving drum. Heavy-duty steel construction with plastic windshields. From Japan.
49 N 54047—Shpg. wt. 1 lb. 9 oz. Set $3.99

The current bill is far more complicated than the 1968 version, consisting of 39 sections as contrasted with 13. This is primarily because the new bill incorporates new and existing statutes into a single package. The new bill will repeal the Federal Boating Act of 1968 but incorporates most of its provisions. Also, major portions of the Motorboat Act of 1940 are made inapplicable to pleasure boats. Therefore, if a Boating Act of 1970 is enacted, there will be a single law which governs recreational boating safety.

Bill Features Manufacturing Standards, State Grants

Like the 1968 proposal, the new bill establishes safety standards for boat manufacturers and sets up a program of Federal grants to the states to encourage them to adopt improved boating safety programs. This comprehensive new law encourages the incorporation of many changes which were felt necessary by the Coast Guard as a result of its experience in administering the existing laws. Suggestions voiced by state boating administrators and manufacturers at the 1968 hearings were heeded in many cases, and safeguards added to the bill.

The bill begins with the following "Declaration of Policy and Purpose": "It is hereby declared to be the policy of Congress and the purpose of this Act to improve boating safety and to foster greater development, use, and enjoyment of all the waters of the United States by encouraging and assisting participation by the several States, the boating industry, and the boating public, in development of more comprehensive boating safety programs; by authorizing the establishment of national construction and performance standards for boats and associated equipment; and by creating more flexible regulatory authority concerning the use of boats and equipment. It is further declared to be the policy of Congress to encourage greater and continuing uniformity of boating laws and regulations as among the several States and the Federal Government, a higher degree of reciprocity and comity among the several jurisdictions, and closer cooperation and assistance between the Federal Government and the several states in developing, administering and enforcing Federal and state laws and regulations pertaining to boating safety." "(a) The operator of a vessel . . . involved in a collision, accident, or other casualty, to the extent he can do so without serious danger to his own vessel or to persons aboard, shall render all practical and necessary assistance to persons affected by the collision, accident or casualty. . . . He shall also give his name, address, and the identification of his vessel to any person injured and to the owner of any property damaged. . . . (b) any person who complies with subsection (a) of this section or who gratuitously and in good faith renders assistance at the scene of (an) . . . accident, without objection from any person assisted, shall not be held liable for any civil damages as the result of rendering of assistance or for any act or omission in providing or arranging salvage, towage, medical treatment, or other assistance where the assisting person acts as an ordinarily prudent man would have acted under the same or similar circumstances." Subsection (b) is new and is termed "the good Samaritan clause" by Coast Guard officials.

All Power Boats Must Be Numbered

Seven sections of the bill deal with numbering, and the most important change is that all motorboats must be numbered. The present exemption for boats of less than 10 hp is dropped. Another change scraps the language "propelled by machinery" in favor of "*equipped* with propulsion machinery of any type." At present, the issue is often raised that a boat not being operated by power at a particular moment is outside the law. The new language would end that contention; if a boat has a motor, it would be covered whether the motor is running or not.

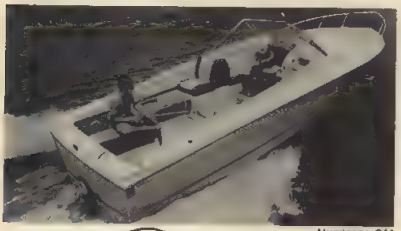
(Continued on next page)

Boating can be a rugged sport. But your dealer can show you how to play it safe.

When you are shopping for a boat there are no charts to guide you. And the Coast Guard can't rescue you if you make a mistake on dry land. But an **Enterprise dealer** is like a good compass.

He can tell you the right way to go. He has great information to give you on some of the best built, most **dependable** all-purpose boats in the world. He'll tell you all about the **fabulous** Enterprise 1970 fleet, ranging from our 16-foot runabout to the magnificent 37-foot Enterprise Sport Fisherman.

See your Enterprise dealer today, and play it **safe** and **smart.**



Hurricane 244

The Magnificent Enterprise 37'

ENTERPRISE YACHT CORPORATION
A SUBSIDIARY OF ELGIN NATIONAL INDUSTRIES, INC.
MAKERS OF ENTERPRISE CRUISERS
HURRICANE BOATS—NEWPORT SAILBOATS
8130 N W 74th Ave , Medley, Florida 33166, phone 691-7900 Area Code 305 2500 So Susan St , Santa Ana Cal 92704 phone 540-7733 Area Code 714

Mini-Tools like this Sabre Saw have low power . . . won't cut or scratch hands

1 Sears Power Mite Work Shop with Sabre Saw $7.99 without batteries

2 3 4 5

Power Mite Mini Tools

Work on balsa wood or Styrofoam® plastic

1 Power Mite Workshop Set. Equipped with versatile Sabre Saw (2½x 3 in. long) that has extra metal blade. Just plug saw into battery-powered bench outlet. *It cannot plug into any other kind of outlet anywhere.* Outfit includes die-cast metal carpenter square, hammer, screwdriver, C-clamp, vise, wrench, building materials. Comes with complete instructions. Uses 2 "D" batteries (order at right) that store under bench top
49 N 9011—Shipping weight 1 pound 12 ounces.....Set $7.99

All tools sold below cannot work without power source bench above.

2 Buffer/Sander. Removable cloth buffer and sanding disc. 2¼x2¾ in. long.
49 N 90114—Shipping weight 8 ounces.....$2.49

3 Power Drill. With 3 different size metal drill bits. 2x2¾ inches long.
49 N 90113—Shipping weight 8 ounces.....$2.49

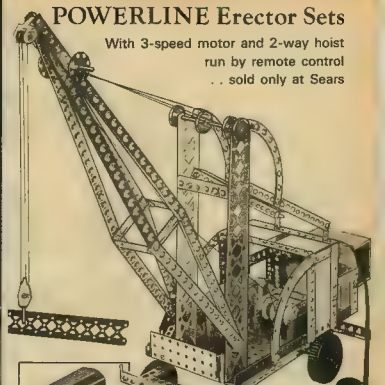
4 Orbital Sander. Works with back 'n forth vibrations. Sandpaper included. 2¼x2¾ inches long.
49 N 90112—Shipping weight 8 ounces.....$2.49

5 Circular Saw. Cut through large chunks of material. Extra blade included. 2½x2¼ inches long.
49 N 90111—Shipping weight 8 ounces.....$2.49

Materials Kit Styrofoam® plastic, balsa wood panels.
49 N 90115—Shipping weight 1 ounce.....Kit $1.29

POWERLINE Erector Sets

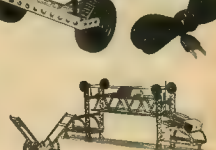
With 3-speed motor and 2-way hoist run by remote control . . sold only at Sears



3 speed motor

2 way hoist

Control Unit for battery-powered set



Bridge raises and lowers

Ferris wheel rotates

$21.99 electric power $16.99 battery power

Hundreds of steel plates and parts let you take on the extra big projects. Cast your imagination into the Space Age to build a space station. Or design a lift bridge, a coal tipple, a giant crane and many others. And they really work. Both sets include Sears exclusive "Powerline" wide-beam girders for added strength and stability. Girders measure 1¼ inches wide and over 1 foot long. Helps make massive structures look more realistic. All pieces are precision cut, fit and finished. Nut and bolt assembly.

Electric-powered Set. Study basic engineering principles with this 466-piece set. Comes with plug-in transformer for steadier power. Hard-working 3-speed motor lets you move forward, reverse, stop and start. Dual-action gear hoist for efficient lifting operations. Transformer UL listed for 110-120-volts, 60-cycle AC. Instructions incl.
49 N 16075—Shipping weight 9 pounds.....Set $21.99

Battery-powered Set. (Not shown). 430-piece set with on-off, forward and reverse control unit. 3-speed motor lets you turn on the power, bring it up or cut it down. Install dual-action geared hoist for lifting operations. Instructions included. Uses 2 "D" batteries, not included, order package below
49 N 16067—Shipping weight 7 pounds 5 ounces.....Set $16.99

"D" Batteries. Package of 6.
49 N 8405 Shipping weight 1 pound 8 ounces. . . . .Pkg. $1.49

Action-packed AUTO-TRAIN

Train carries autos to unloading area . . push button and flip switch to send autos traveling across coil-active highway to loading point. Flip another switch and train returns to loading area and picks up autos

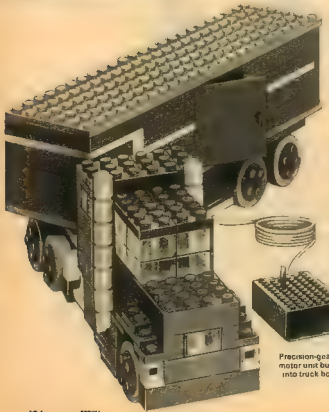
Battery-operated switch starts train, another moves auto along road

$9.99 without batteries

Freight train chugs along track carrying 3 flatcars full of action to keep youngsters fascinated for hours. Enters tunnel and stops at unloading area. You release autos one by one and start them rolling on their merry way over coil-operated highway by pushing tab and flipping switch to activate coil. Autos circle town and travel up thru mountains toward loading area. Flip another switch and train backs into loading area. Push tab to move autos back onto train one by one. Brightly colored landscape . . 18x24 inches long, 6 inches high. Train with flatcars, 1¼x11½ inches long. Made of rugged plastic and metal. Uses 2 "D" batteries, order package below. From West Germany.

79 N 44037C—Shipping weight 5 pounds $9.99

49 N 8405—"D" Batteries. Pkg. of 2. Wt. 1 lb. 2 oz. . . . . Pkg. 1.49



Precision-geared motor unit builds into truck body

some of the things you can build

LEGO® MOTORIZED TRUCK SETS

Build your own remote control trucks that move forward and backward

325 pieces **$14.99** With power unit without batteries

Build operating trucks, tractors, construction equipment and much more with this Lego kit. Rugged high-impact plastic blocks come in various sizes of red, white, gray and blue. Just press together . . blocks lock together securely yet can be easily taken apart. Doors actually open, close. Insert motor unit to operate by remote control. Power unit uses 3 "C" batteries, order pkg. below.

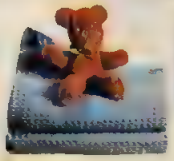
49 N 16146—Shipping weight 2 pounds 4 ounces. . . . . Set 14.99

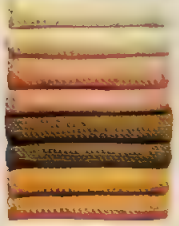
"C" Batteries. Package of 6

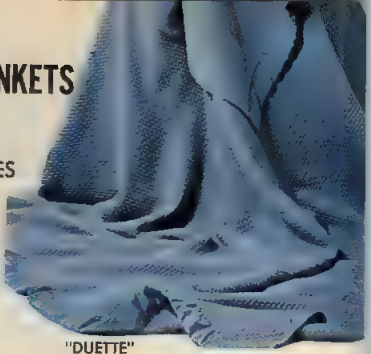
49 N 8406—Shipping weight 12 ounces. . . . . Pkg. 81.19

Faribo BLANKETS

LIGHTWEIGHT THERMAL WEAVES







"DUETTE"
NEW REVERSIBLE WOOL THERMAL
Four Season Comfort In Long Lasting Wool

An exciting new blanket . . . a soft textured honey comb thermal weave on one side—beautiful fluffy nap on the other! Looks like a lovely Afghan. In the deluxe blanket fiber—100% virgin wool . . . gently brushed to a lofty, luxurious finish. As soft and warm as only wool is! Rich Nylon binding. Permanently moth-proofed, flame resistant. Machine wash with care. Blue, White, Pink, Avocado Green or Antique Gold. Specify.

	SHIP. WT.	RETAIL
9941C1188—Twin Size, 66"x86"	.5 lbs	$12.00
9942C1216—Full Size, 80"x96"	5½ lbs	20.50
9943C1796—King Size, 106"x96"	6½ lbs.	25.00

"MODERNAIRE II" ACRILAN THERMAL
. . . EXTRA LOFTY . . . COZY WARMTH . . . SO SOFT

100% Acrilan thermal blanket that's softly napped to resemble rich cashmere! Amazingly strong, long wearing. For round the year use. 365 nights a year—open thermal weave insulates in winter . . . ventilates in summer. Use with light cover for winter warmth in summer use it alone. So carefree . . . machine wash and dry. Stays delightfully fluffy. Non-allergenic, moth and mildew proof. Smooth Nylon binding. Yellow, Pink, Green, White, Gold or Blue colors. Specify.

	Ship. Wt.	Sugg. Retail
9680C695 —Twin Size Blanket, 66"x90"	3 lbs.	$10.50
9681C860 —Full Size Blanket, 80"x90"	4 lbs	12.50
9682C1350—King Size Blanket, 108"x90"	5 lbs.	20.00

"FLAIR" WOOL THERMAL
100% VIRGIN WOOL
. . . Still The Deluxe Fiber For Warmth, Beauty. . . .

Naturally Resilient, Long Wearing. Faribo's new sensational thermal weave in fine 100% wool with a rich texture and cashmere-like softness found only in deluxe blankets! Tiny open-weave air cells . . . breathes away summer heat—insulates against winter cold when used with light cover. So light in weight, yet toasty warm. Nylon binding. Permanently mothproofed, flame resistant. Machine wash with care. Blue, White, Carnation Pink, Avocado, or Antique Gold colors. Specify.

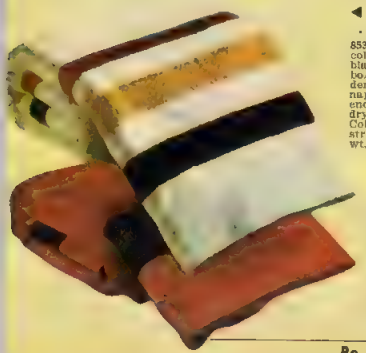
	Ship. Wt.	Retail
9938C1127—Twin, 66"x90"	4½ lbs.	$17.50
9939C1269—Full, 80"x90"	6 lbs	20.00
9940C1769—King, 108"x90"	8 lbs..	27.75

FAIRLAN "EASY CARE" ACRILAN BLANKET

Winterweight 100% Acrilan acrylic blanket—best buy for fluffy-light warmth plus luxurious softness and superb durability. Permanently moth-proofed, non-allergenic. Washes and dries by machine! 7" lifetime Nylon binding. Colors: White, Blue, Avocado or Gold. Specify.

	Ship. Wt.	Retail
8542C995 —66"x90"	4½ lbs	$15.25
8543C1200—80"x90"	5 lbs	18.00
8788C1685—108"x90"	6½ lbs.	25.00

Faribo MACHINE WASHABLE WOOL



*All Faribo Carefree Wool Blankets on this page are guaranteed for 10 years against shrinkage, moth damage, wearing out of Nylon binding and defective workmanship and materials.

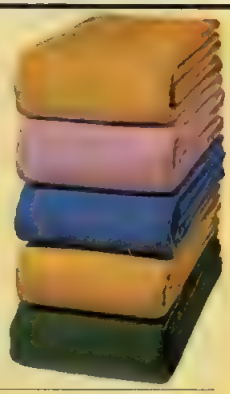
"FRONTIER" WOOL Canadian Style Blanket
. . . Extra-warm . . . Sturdy . . . Handsome

8536C1450—"Frontier" Blanket (left). Soft . . . colorful . . . durable. 100% pure virgin wool blanket in popular Canadian styling—traditional bold stripes accent each end. Perfect for lodges, dens, dormitories, etc. Closely woven, richly napped with soft, brushed finish. Wool whipped ends won't fray. Machine washable, machine dryable. *"Carefree" wool. 10-year guarantee. Colors: White with Black. Yellow and Red stripes or Red with Black stripes. Specify. Ship. wt. 5 lbs. 72"x90" size. Retail $21.00

"NORTHWOOD" Wool Blanket Twins, Full or King Sizes

Elegant winterweight blanket—warm, soft 100% virgin wool . . . still unsurpassed as the deluxe fiber in fine blankets because of its rich texture, color and cashmere softness. Deep nap finish remains after countless washings. Toss into washer—tumble dry! *"Carefree" washable wool—10 year guarantee. Lifetime 7" Nylon binding. Blue, Pink, Avocado Green, Gold, Lemon Yellow, White. Specify.

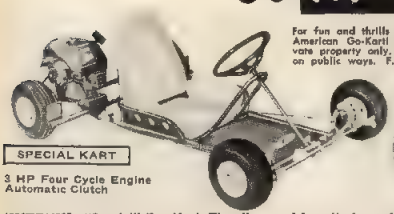
	Ship. Wt.	Sugg. Retail
8544C1350—66"x90" Twin Size...	4½ lbs	$20.00
8545C1475—80"x90" Full Size....	6 lbs....	22.50
8546C2125—108"x90" King Size..	7 lbs....	33.00



Go Kart ...for fun or racing!

DIVISION OF FOX

For fun and thrills it's the "Super Live Axle," All-American Go-Kart! Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B. Wisconsin Factory.



SPECIAL KART

3 HP Four Cycle Engine
Automatic Clutch

DELUXE KART

"Box Mount" Suspension
Disc Brake

4226TF14225—"Special" Fun Kart. The all-around favorite for economy, dependability and simplicity. An ideal family fun kart. The unique Uni-Drive combines wheel and sprocket hub into a single dependable unit, eliminates chain adjustment problems. Includes plush white Naugahyde upholstery with thick foam padding. Features: 3 HP four cycle engine; automatic clutch; dual pad brakes; Le Mans magnesium racing wheels; 10" pneumatic tires; arched foot pedals; 3-spoke deep-dish steering wheel; striking metallic-finish with chrome rods, pedals, etc. This kart comes complete, ready to ride, just add gas and oil. Ship. wt. 100 lbs. **F.O.B. Wisconsin Factory**.....**Sugg. Retail $183.00**

4227TF1661—Debonair, "Pea" racing Helmet, sturdy white fiberglass, heavy padding Small, Medium or Large Specify. Aviation type Goggles, detachable lens Ship. wt 2¼ lbs. **Sugg. Ret. $18.50**

4228TF18425—**"Deluxe" Kart** with full Live Axle, "Box Mount" suspension eliminates excessive weight and extra bearings, cuts drag and lets engine be mounted lower. Kart finished in Hi-Fi Blue; with chrome rods and white trim. Features: disc brake; bolt in floor pan; see-level gas tank, just look to check gas level, plush upholstery, racing slicks. **(Engine not included.)** For engine selection, see below Ship. wt. 90 lbs. **F.O.B Wisconsin Factory. Sugg. Retail $339.50**

WEST BEND ENGINES

For Deluxe Kart. Ship. wt. 25 lbs. F.O.B. Wisconsin Factory.

4230TF11296—WB-620L engine, 3.2 cu. in.... . . . . **Retail $134.50**
4231TF1795—Box Mount Kit for West Bend Engines above . **Retail $19.95**

Fox Motor Bikes

DELUXE BIKE

The finest small bike made. Equipped with a 4 HP four cycle American made engine, alternator powered headlight and tail-brake light. 6 volt electrical system. Front and rear suspension and plush deep foam saddle makes riding a pleasant experience even over rough terrain. Front fork is rubber booted with heavy-duty coil spring shocks for unequalled road-holding excellence. Rear suspension has shock mounted swing-arm design, gives soft springing with firm damping. Kick-up foot pegs for standing. Finish in Hi-Fi Blue with chrome trim. Includes windshield for added safety. Windshield requires simple installation.

4105TF19338—**Deluxe Bike with Windshield.** Ship. wt. 90 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $251.45**

4179TF18263—**Deluxe Bike without Windshield.** Specifications same as above. **Sugg. Retail $239.50**

Retail prices are suggested only and may vary in different areas. See Trade Information.

TRAIL BIKE

4250TF17138—A rugged performer beefed up for rough trail use. It is equipped with a powerful 4 HP American made engine and alternator lighting. Features: Caliper disc brake assembly, oversize 14" tires, unitized frame construction, wide flared removable handle bars, and a comfortable foam saddle. Ship. wt. 90 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $224.50**

4260TF17583—**Trail Bike** as above with fenders. Ship. wt. 95 lbs. **Sugg. Retail $229.45**

4101TF14958—**3 HP Trail Bike** with fenders, no light. Ship. wt. 90 lbs. **Sugg. Retail $194.45**

STANDARD BIKE

4251TF15263—Supplied with a 4 HP American made engine and alternator lighting. Features: Caliper disc brake assembly, heavy duty coil spring shocks, full chain guard, removable handle bars, durable hi-fi red finish, and a foam saddle. Ship. wt. 90 lbs. **F.O.B. Wisconsin Factory. Sugg. Retail $199.50**

4261TF15708—**4 HP Doodlebug** as above with fenders. Ship. wt. 95 lbs. **Sugg. Retail $204.45**

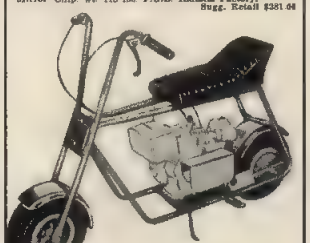
4102TF14208—**3 HP Doodlebug** with fenders no light. Ship. wt. 90 lbs. **Sugg. Retail $184.45**

SUPER GEN

4262TF19688—**"Super Gen."** 5 HP engine, 4.10/3.50 x 6 die cast aluminum wheels with knobby tires, chrome fenders, chain guard, spring suspension front fork, swing-arm rear wheel spring suspension, folding foot pegs, internal rear wheel brake, automatic Hi-Lo 2-Speed Drive, kickstand, deluxe seat, chrome handlebars, metallic blue paint. Ship. wt. 106 lbs **F.O.B. Indiana Factory. Sugg. Retail $247.95**

4263TF20638—**"Super Gen"** with Lights. Same as above except with electric headlite and combination taillitestoplite Ship. wt. 110 lbs. **F.O.B. Indiana Factory. Sugg. Retail $271.95**

4264TF21613—**"Super Gen"** with Lights, Windshield and Mirror Ship. wt. 115 lbs **F.O.B. Indiana Factory. Sugg. Retail $281.64**



4265TF16013—**"Little Gen."** 3½ HP engine with Hi-Lo 2 Speed Drive, 4.10/3.50x6 die cast aluminum wheels with knobby tires, adjustable hand brake, motorcycle type twist grip throttle and brake lever, chrome fenders, chain guard, deluxe seat, metallic blue paint, kickstand, folding foot pegs Ship. wt. 97 lbs. **F.O.B. Indiana Factory... Sugg. Retail $207.95**

4266TF17789—**"Little Gen"** with Lights. Same as above except with headlite and taillite Ship. wt. 102 lbs. **F.O.B. Indiana Factory. .. Sugg. Retail $230.95**

& THE MUSIC MAKERS

4 XYLOMATIC—the pretend xylophone made just for kids! Color coded for easy playing. Change melodies just by sliding pegs. Turn the handle to produce beautiful tones. Made of metal and plastic. 12x9½x4½ inches. Song book incl. 837 Y 4529—Shipping weight 3 lb. 3 oz. . . . 6.95

5 STEEL PARADE DRUM. Colorful marching soldiers around outside. 4 polished metal clips with springs. Two 14-inch drumsticks, snares, plastic carrying straps included. 11-in. diameter. 837 Y 4524—Shipping weight 3 lb. 3 oz. 4.99

6 KENNER'S CLOSE 'N PLAY PHONO. Easy-to-use, improved phono for tots! No needle—just put on record, turn switch and close lid. Plays automatically! Play 45 RPM records, anywhere. Uses 4 "D" batteries, not included.* 837 Y 4509—Shipping weight 2 lb. 3 oz. 7.97
*847 Y 6390—D BATTERIES 1 lb. 11 oz. 6/1.00

7 MIGHTY MINI TINY PHONO. Only 5x3x 2½-in. yet it really plays! Plastic case. Records incl. Uses 1 "AA" battery, not included.* 837 Y 4544—Shipping weight 1 lb . . 3.99
837 Y 4545—12 EXTRA RECORDS 6 oz 2.99
*847 Y 6380—AA BATTERIES. 5 oz. 4 for 50c

8 ZITHER by Jaymar. An unusual musical instrument you and your child will delight in! 15-string, 2-octave zither with 10 coded song sheets for right-away playing fun! Wood with metal bridge and tuning bar. Includes: tuning key, pick, extra strings. 14½x8½x2-inches. . . 837 Y 4528—Shipping weight 2 lb. 7 oz. . . . 7.97

New!

4 XYLOMATIC 6.95

5 Parade Drum 4.99

6 Kenner's Close 'n Play 7.97

7 Tiny Phono 3.99

8 15-String Zither 7.97

ALDENS 67

1

2

SHOW 'N TELL

A Movie! A Phono! A Radio!

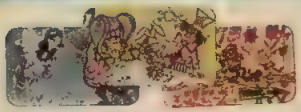
Cut $5 39.92

1 *Was 44.92 last Christmas!* General Electric's Show 'n Tell is a radio, a phonograph, a phono-viewer all in one! Unlimited educational and entertainment value— viewing screen captures crisp, clear image projected in full color. Solid state AM radio has built-in antenna; 4-speed record player has 45 RPM adapter, powerful 4-in. dynamic speaker—plays all size records. Includes 1 FREE Picturesound® program. Hi impact poly case, 13 x 12 x 10½-inches. UL listed. 110/120V, AC. Mailable.
83 Y 4209E—Shipping weight 14 lb. 39.92

Words 'n Music Show 'n Tell

Cut 5.17 29.75

2 *Was 34.92 last Christmas!* Full color pictures in time to words and music! Put on record, slide in film key, turn switch. 2-speed record player (33 and 45 RPM) plays all size records. Solid state design; front mounted 4-in. oval speaker. Includes 1 *free* Picturesound® program. Tough, textured polystyrene cabinet. Size: 11x11½x7-inches. Mail.
83 Y 4208E—Ship. wt. 12 lb. . . . 29.75



Show 'n Tell Picturesound® Libraries

Each Includes 4 Unbreakable Records plus Story 4.97

837 Y 4220—DISNEY PACK I: Pinocchio, Alice in Wonderland, Lady & the Tramp, Sleeping Beauty. Wt. 1 lb. 8 oz. 4.97
837 Y 4221—DISNEY PACK II: Cinderella, Peter Pan, Snow White and Mary Poppins. Ship. wt. 1 lb. 8 oz. . . . 4.97
837 Y 4222—DISNEY PACK III: Includes Mickey Mouse, Bambi, Dumbo the Elephant and Donald Duck. 1 lb. 8 oz. 4.97
837 Y 4223—FAIRY TALES II: The Three Bears, Little Red Hen, Peter Rabbit and Puss in Boots. Wt. 1 lb. 8 oz. 4.97
837 Y 4224—FAIRY TALES III: The Gingerbread Man, Red Riding Hood, Jack and the Beanstalk, Hansel & Gretel. 4.97
Shipping weight 1 lb. 8 oz.
837 Y 4225—CHRISTMAS I: The Enchanted Christmas Tree, Jingle Bells, The Night Before, Toys Xmas Party. 1 lb. 8 oz. 4.97

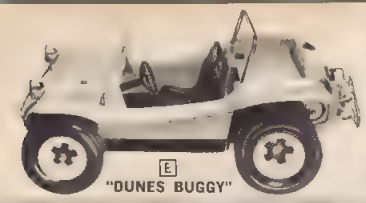
Kenner's Play 'Show

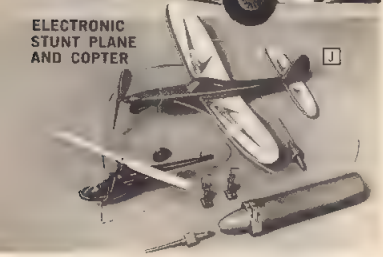
It's a Combination Phono and Projector!

13.79

See and Hear Your Favorite TV Stars!

So easy to operate the tiniest tot can change shows with ease! Just put on the picture platter, close lid and it plays *and* shows full color slides and synchronized sound on the screen or projects BIG—up to 8x8½ ft. on wall! Slides change automatically as show progresses. Unit may be used as 45 RPM phonograph, too! Uses 3 "D" batteries, sold below.* Set includes two 45 RPM Picture Platters with 12 permanently attached full color slides featuring Bugs Bunny!
83 Y 4200E—Mailable. Ship. wt. 6 lb. PLAY 'N SHOW 13.79
6-*Extra Shows* featuring Mr. Magoo and the Flintstones
837 Y 4201—Mailable. Wt. 2 lb. 11 oz. Set of 6 Shows 7.97
*847 Y 6390—"D" Cell Batteries. Wt. 1 lb. 11 oz. 6 for 1.00





THE ORIGINAL G.I. JOE ACTION FIGHTING MAN

• THEY TALK! • THEY MOVE INTO FIGHTING POSITIONS! • THEY PROVIDE A THRILL A MINUTE!

COX READY-TO-FLY MODEL PLANES

A **"MINI-STUNT" PLANE BY COX.** Performs real stunts on a 15-ft. line . . . it climbs, dives, does loop-the-loops. A scale model biplane, complete with landing gear skids and .020 engine. 10" wingspan. Fast starting and dependable. Wt. 2 lbs.
72A-11007 Retail $10.98 . . . . . Only $7.40

B **"PT-19 TRAINER" BY COX.** Easy to fly and practically indestructible. If it crashes it pops apart and can be reassembled in minutes. Exclusive rubber band assembly. Easy, starting .049 engine, realistic student and instructor figures, control handles and lines. 22" wingspan. Wt. 3 lbs.
72A-10760 Retail $11.98 . . . . . Only $7.89

C **STUKA DIVE BOMBER BY COX.** Ready-to-fly replica with all the unique design features of the German World War II dive bomber. Powered by .049 engine, with full throated rear. Sliding front and rear canopy. 4" bomb can be dropped in flight. Pilot and gunner figures. 23½" wing-span.
72A-10752 Retail $13.98. Wt. 3 lbs. . . . . Only $8.80

D **"RYAN ST-3" SPORT PLANE BY COX.** A sleek replica that's great for backyard flying . . . performs many basic maneuvers. With throttle control. Super .020 Pee Wee engine with spring starter is capable of 18,000 rpm. 16" wingspread. Wt. 2 lbs.
72A-11236 Retail $11.98 . . . . . Only $9.80

E **"DUNES BUGGY" BY COX.** Engine powered . . . adjustable throttle adjusts speed. Soft semi-pneumatic vinyl tires let it run over rugged terrain, exactly as its full size counterpart. Climbs steep grades . . . goes through sand . . . won't stall. Front wheels are steerable. Styrene body, enclosed die-cast engine carrier, oversized carburetor air filter, metal roll bar and w rnished frame. Orange finish. .049 engine, recoil starter. Wt. 4 lbs.
72A 11244 Retail $17.98 . . . . . Only $11.80

F **ACCESSORY KIT FOR ABOVE.** 1½ v starting battery, custom blend fuel. Filler cap with stainless steel strainer, hose, glow head clip with wires, center post, bridle leads and set of engine wrenches.
72A 11232 Retail $4.00. Wt. 2 lbs. . . . . Only $2.75

G **COX AIRPLANE FLIGHT KIT.** Everything you need to "keep 'em flying." 1½-volt starting battery, ½ pint fuel. Filler cap with stainless steel strainer, hose, glow head clip with battery wires, connectors and 2 wrenches.
72A-11615 Retail $3.50. Wt. 1 lb. . . . . Only $2.45

H **"AMAZE-A-MATIC" MARK IV BY HASBRO.** The fantastic model car with a brain. It operates on pre-programmed cards . . . no wires or remote control s. Includes 6 pre-programmed cards, 12 card board program cards and 6 pylons. You program the car . . . you decide the action and the maneuvers. Car comes completely assembled and ready to run. Approximate y 23" long. Wt. 2 lbs.
78A-11688 Ford Mark IV Retail $8.00. (Less batteries) . . . . . On y $4.99
65A-10027 Retail 25c. AA Battery (order 2) . . . . . Each 20¢

J **ELECTRONIC STUNT PLANE AND COPTER COMBINATION.** Two planes, for double the flying fun. Includes the famous Flash Stunt Plane and a flying helicopter plus an interchangeable Power-Pack control handle, two rescue figures and a pick-up hook. Thrilling stunt flying, loops, wing overs, and figure-eights, or exciting copter flying and rescue operations. Comes ready-to-fly.
72A-11308 Retail $5.00. (Less batteries). Wt. 1 lb. . . . . Only $3.95
65A 10078 Retail 25c. D-Cell Battery (order 2). . . . . Each 20¢

K **TALKING G.I. JOE BY HASBRO.** Now action fighting men give exciting battle commands just pull his dog tag and hear such phrases as "Man the machine guns . . . " "Troopers, check your scuba gear . . . " "Marines hit the beach . . . " "Enemy fighters at 12 o'clock high . . . " and many others. These famous fighters can be placed in numerous positions: at attention, kneeling, crawling, sitting, lying prone for sniping . . . and many more. All come with complete fighting set of clothing, dog tags, insignia and training manual.

G.I. JOE TALKING SOLDIER. In action fatigues, jump boots and cap.
72A-10779 Retail $8.00. Wt. 3 lbs. . . . . Only $3.99

G.I. JOE TALKING SAILOR. Denim workshirt, pants, black boots and white cap. Wt. 1 lb.
72A-10787 Retail $8.00. . . . . Only $3.99

G.I. JOE TALKING MARINE. Camouflage fatigues, jump boots and cap.
72A-10808 Retail $8.00. Wt. 1 lb. . . . . Only $3.99

G.I. JOE TALKING PILOT. Zippered work clothes, black boots and cap.
72A-10817 Retail $8.00. Wt. 1 lb. . . . . Only $3.99

EQUIPMENT FOR YOUR GI JOE FIGHTING MAN

L **G.I. JOE FOOTLOCKER.** Replica of real Army issue. Over a foot long. Removable tray, rope handles. 4¾x6¼x13½" long. Wt. 3 lbs
72A-10086 Retail $5.00. . . . . On y $2.89

M **G.I. JOE ARMY JEEP.** Exact scale model of a real Army jeep, with motor-rev sound, tripod mounted searchlight, working 105mm non-recoil working rifle with 4 projectiles, hinged windshield, detachable ¼ ton trailer with tailgate. 38" long. Less batteries. Wt. 10 lbs.
72A-10000 Retail $17.00. . . . . On y $9.89
65A 10078. Retail 25c. D-Cell Battery (order 3). . . . . Each 20¢

Vikings and Chiefs battle for the professional championship

Super Bowl Electric Football

Sold only at Sears **$16.99**

- Big 37x20-inch metal gridiron
- Both teams are in official colors
- Field decorations are exactly like the actual Super Bowl game
- Each team has a quarterback that passes, kicks, and carries the ball

Recreate the excitement of the biggest football game of the year as the AFL and NFL champions clash in the Super Bowl. Now you're the coach . . you call the plays, set up offensive and defensive formations. Vibrating coil under board sets players moving down the field. Colorful plastic "Vikings" and "Chiefs" are in five poses, players remove from bases for display. Set includes automatic timer, magnetic first-down marker with "chain," six felt footballs, one-piece goal posts. Colorful clip-on grandstand and scoreboard. Instructions and player identification numbers included. UL listed for 110-120-volt, 60-cycle AC.

79 N 65456—Shipping weight 11 pounds $16.99

Packers and Rams clash on the field in NFL Electric Football

Teams wear official colors and play on 32x18 inch metal field

$12.66

Two powerful NFL teams meet head-on. Colorful plastic players come in five action poses, vibrating coil sets them moving. Each team has a quarterback that throws, kicks and carries the ball. Set has automatic timer, movable magnetic down and yard markers. Goal posts, clip-on grandstand, 6 felt footballs. Instructions included. UL listed, 110-120-volt, 60-cycle AC

79 N 65452G—Wt. 8 lbs. $12.66

NFL Electric Football with 27-inch gridiron

$9.49

Action-posed plastic Jets and Raiders on metal field. Two quarterbacks pass, kick and carry ball. Includes automatic timer, magnetic down, yard markers, vibrating coil, clip-on grandstand, 6 felt footballs. 27x16 in. UL listed, 110-120-v., 60-c. AC

79 N 65545C—Shipping weight 5 lbs. $9.49

Priced to be SOMETHING SPECIAL Was $7.99 **$7.39**

Cut 7%. Foto-Electric Football.

Takes strategy. All new offensive and defensive plays . . move viewer for results. Spanner for kicking, runbacks, penalties. New design paperboard box. 19x14¾x4¾ in. Instr UL listed, 110-120-v., 60-c AC

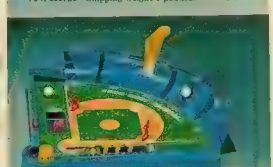
79 N 65021C—Shpg wt. 5 lbs **$7.39**

Electric Baseball has players that bat and run the bases

$7.39

Hit ball . . plastic batter "runs" for first. Throwing arm tosses ball trying to beat runner. Lever-action batting, pitching. Vibrator coil. Metal and hardboard, 22x22 in. UL listed, 110-120-v., 60-c. AC.

79 N 650726—Shipping weight 5 pounds. $7.39



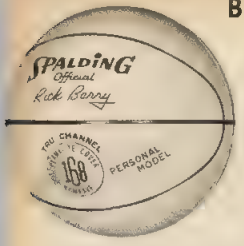
You do the batting with Sure Shot Baseball

$4.77

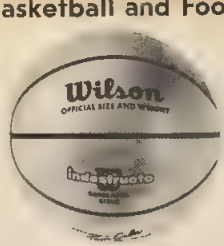
One player turns knob to hit ball . . the other tries to catch it as it pops over the outfield wall. Score the most runs in nine innings. Move plastic players around bases. Set includes 18x18-in. plastic play board, players, baseballs, instructions.

79 N 65544C—Shipping weight 3 pounds..... $4.77

Basketball and Football Equipment



4889A792—Rick Barry Personal Basketball. Top quality rubber-covered basketball with Orange Permalite outer cover. Rugged nylon weave inner construction. Tough butyl rubber valve bladder. Official size and weight.
Sugg. Retail $13.20



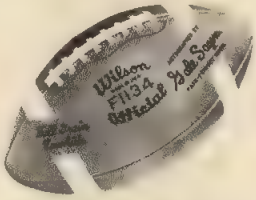
3120A513—Scholastic Indestructo Basketball. Endorsed by Tom Gola. Ideal for play on any surface. Composition cover. Nylon 30 carcass. Official size and weight. Orange.
Sugg. Retail $8.50

3247A747—Collegiate Indestructo Basketball. Autographed by Jerry West. Has pebbled, composition cover and a high quality nylon 60 carcass. Official size and weight. Orange.
Sugg. Retail $13.50

3533A1135—Collegiate Basketball Set. Official Collegiate basketball with Nylon 80 carcass and long-wearing cover, plus official ½" goal. Rules, net and instructions included. Ship. wt. 10 lbs.
Sugg. Retail $17.50

3534A833—Official Collegiate Basketball Only.
Sugg. Retail $12.95

4800A1051—Official Air-Flite Cushion-Control Basketball. Top grade Orange Permalite outer cover with exclusive Cushion-Control touch. Rugged nylon wound carcass. Tough butyl valve bladder. Official size and weight.
Sugg. Retail $17.50



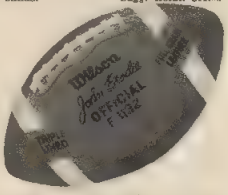
4891A720—Gale Sayers Autograph Football. Autographed by the most exciting runner in the National League. Made of good quality cowhide leather cover with rugged double fabric lining. White leather lacing. Official size and weight. Tan with two white stripes.
Sugg. Retail $10.95

4610A733—Tucker Frederickson Official Football. Made of select, pebble-grain cowhide leather with exclusive Spalding tannage for finest feel and control. Rugged double-lined construction. Double cowhide lacing. Official size, shape, and weight. Tan with white bands.
Sugg. Retail $11.00

Hand Sewn
32 Panel Ball
Valve Bladder
Official Size

4892A787—Rawling's Official Soccerball. A genuine, hand sewn leather soccerball. 32 panel White and Black ball. Valve bladder. Official size and weight. Imported.
Sugg. Retail $12.50

3400A939—Collegiate Football Kit. Complete football kickoff set. Contains a long wearing official football with a waterproof, scuffproof rubber cover plus a plastic pro-style kicking tee and a handy inflating pump. Ball is brown with white stripes.
Retail $14.85

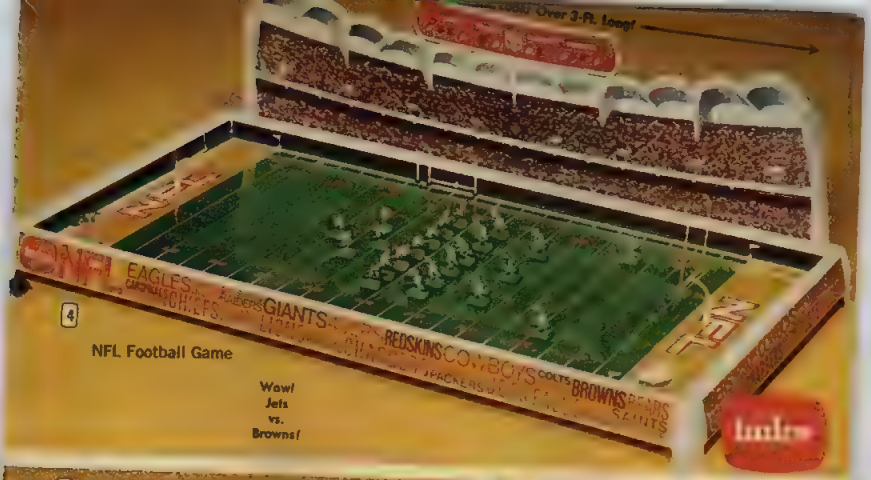


3181A1040—John Brodie Autograph Football. Has superb handling characteristics and excellent feel. Full grain cowhide cover is backed by triple lining of specially processed fabric for shape retention. Lockstitch sewn seams. Double white leather lacing and rubber valve bladder. Official size and weight. Tan with two white stripes.
Sugg. Retail $16.00

Long-wearing ball—Galvanized pole Telescopes for Easy storage and carrying

3535A1477—Collegiate Tetherball Set. This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable 40 pattern nylon carcass and soft stingless yellow composition cover. Compact 10', three section pole, 8" ground sleeve, instruction and game rules. Ship. wt. 16 lbs.
Sugg. Retail $22.90

6815A980—Complete 4-piece uniform. Helmet with face guard, shoulder pads, jersey and pants. Genuine Cyclone helmet, rubber lines with a Dylan face guard. White helmet with red stripe has one-piece molded chin strap. One size fits all. One-piece heavy duty twill pants in White have padded thigh, kidney guards and padded knees. Flat lightweight shoulder pads with molded plastic arches, flaps, and caps—all rubber padded. Medium weight 100% cotton jersey in red U.C.L.A. contrast color inserts. Sizes: 5-6 yrs.—Waist 24"—Small; 7-9 yrs.—Waist 27"—Medium; 9-11 yrs.—Waist 30"—Large. Specify.
Mfr's. Sugg. Retail $15.50



Tudor NFL Electric Football Game Brings Hours of Realistic Action 13.88

4 **Jets vs. Browns on giant 37¾x20¼x3-in. playing field. Watch the quarterbacks pass, kick, run with miniature football. Automatic timer, working scoreboard. Metal board.**
85 Y 7417E—115V, AC UL. Wt. 10 lb. Mail./Exp.... 13.88
85 Y 7418E—*Smaller* 26½x16½x1¾" game. Wt. 6 lb. Mail. 7.77
85 Y 7421E—*Giants vs Bears*. 31½x17½". Wt. 9 lb. Mail. 12.95

New from Computer Games... Computer Football Game 18.88

5 **From the world of computer technology comes a new game for 2. Plan football strategy . . . the computer gives the results.**
85 Y 7441E—Wt. 8 lb. Mail.....18.88

Marx Pro-Bowl 3-Dimensional Football Game—Giant 4x8-Ft. Field! 109.97

6 **Really big game. Plus lots of live action as simple or strategically complex as you desire. Mechanical runner.**
85 Y 7420E—Shipping weight 7 lb. Mailable.....10.97

Gotham Official Joe Namath Electric Football Game 9.97

7 **Magnetic football starring Joe. Watch him pass the ball to 22 live action players Realistic 3D grandstand scoring device.**
85 Y 7419E—Size. 36x20x15". Ship. wt. 8 lb. Mail 115V, AC. 9.97

ON TARGET!

1

Shootin' Gallery

Cut 1.09 88¢

1 *$2.97 in '69 Christmas Book!* 24½-in. plastic rifle, blowgun, 12 safety darts, 17x41½-in. target. 85 Y 7429E–8 lb. Mail. . . 8.88

HANDS UP HARRY! *Cut $1* 4.95

Shoot His Hat, Hands Fly Up! Shoot Buckle, Pants Fall Down!

3

3 *Was 5.95 in '69.* Transogram's colorful "Harry" stands 28-in. high. Shoot off his hat and guns . . hit his belt buckle and down go his britches! 2 plastic guns, 4 suction darts. Mailable. 85 Y 7428E–5 lb. . . . 4.95

4 TARGET HEN–Eldon's "Mother Hen" lays an egg in the basket if you score a direct hit! 17x14-in. metal target. Set includes plastic dart gun, safety suction darts, plastic eggs. Mail, 85 Y 7431–2 lb. 5 oz. . . 3.99

5 FOUR GUN SET There's a target gun for the whole family! 2 plastic 24" rifles, and two 7" pistols—all with safety catches. Includes 20 safe rubber tipped darts, two 9" targets. Mailable. 85 Y 7439E–Wt. 4 lb. 4.99

Rabbit Hunt 3.99

2

2 Try to hit running rabbit! Plastic gun, wind-up rabbit, rubber-tipped darts. Fun! 85 Y 7434–1 lb. Mail. 3.99

Use Credit • Bank to CHARGE all your gift needs now—see terms pg. 298

4

Hit the Hen Target Set! 3.99

5

New!

Target Set! 4.99

Sears Professional Hockey Game

More realistic than ever

Sears Best

- 36x21-inch rink with new gondola-style scoreboard
- Goal score indicator and puck return
- Clear plastic enclosure behind each goal
- Delayed-action face-off

$16.99

All-metal players are controlled by rods you push, pull or twirl . . for passing, "skating," shooting. Roving goalies save the puck from almost any angle. Two "shotmakers" replace centers when you need power. Score indicator button pops up when a goal is scored . . push back down to eject puck. Includes roller, magnetic and wooden pucks, team pennants, referee. Snap-together assembly

Hardboard and metal

79 N 6545L –Shipping weight 12 pounds.....$16.99

Extra Players Set. Form your own 10-team league with 60 metal men

49 N 65359 Shipping weight 1 lb. 11 oz . . Set $3.19

Two-stick "shotmaker" for power-play hockey

$4.77

Sure Shot Hockey . . simplified game that's plenty of fun

Be the first player or team of players to score ten goals. Colorful plastic game is easy to play . . push and turn knobs to move players about. Game includes playing rink, four hockey players, two marble "pucks," instructions, 12x18 inches long

49 N 63561—Shpg. wt. 2 lbs. 8 oz..... $4.77

All-Star Hockey

Exciting 36-inch hockey set has roving goalies and delayed puck drop

$13.87

Lots of fast action. Metal players "skate" along slots in hardboard and metal rink. You control steel rods to skate, pass and shoot. Set has gondola-style scoreboard with delayed-action face-off, roving goalies that move to block shots. Wooden and roller pucks to vary type of play. 36x21 in. Snaps together.

79 N 6554St.—Wt. 11 lbs . . $13.87

Proved to be SOMETHING SPECIAL Was $4.99 $3.97

Save $1 on Bas-Ket Shoot from 12 positions

Play with up to six players or alone. Sink shots using six lever-controlled flippers. Paperboard 20x12-in. court surface. Game includes scoreboards, fold-down net baskets, plastic ball, rules.

49 N 6502—Shpg. wt. 3 lbs. **$3.97**

Sure Shot Basketball

Goofy Guard blocks your shot

$4.77

Pull down shooter's arms to lob the ball up to the basket. Your opponent pulls lever to raise guard's arms, block the shot. Timing's important. Arms only stay up for a moment. Basket 15 in. high. Two basketballs. Plastic. Use your phone if you want to order at the easiest way of all.

49 N 65568—Wt. 2 lbs. 8 oz.....$4.77

Players make the shots, move guards with Pro-League Basketball

$14.99

Ten metal players move on slide-action gear mechanisms you control. Full steel basket flippers to shoot. Steel-framed 36x23 inch hardboard court. Scoreboard and clip-on "grandstand," backboards and baskets. Two plastic basketballs, rules incl.

79 N 6527St Shipping weight 12 pounds..... $14.99

Like push-button tiddly winks...

first one to flip 7 balls into basket wins!

$2.99

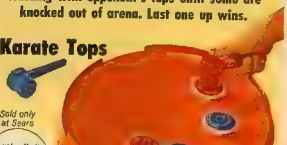
Pom-Pom Game

Each player gets 7 plastic balls in different colors. Up to 4 players start at the same time, and keep shooting until first player gets 7 balls in the basket. He wins. Metal platform is 12 inches in diameter and has 4 spring action levers. Plastic basket. Like everything else in Sears books, it's so easy to order by telephone.

49 N 65277 Shipping weight 1 pound, 8 ounces $2.99

Want action? Wind up each top, press ejector button. Your tops will spin wildly, colliding with opponent's tops until some are knocked out of arena. Last one up wins.

Karate Tops



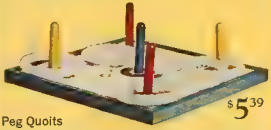
Sold only at Sears

A value that's SOMETHING SPECIAL

$2.59

LOOK AT THIS: An outstanding low price for a spinning top game. Spin up to 4 plastic tops in molded plastic arena at high speed, using 2 ratchet starters. Last top up is winner. Arena 12¾x12¾x2¾ inches high. From Japan.

49 N 6549 Shipping weight 1 pound 4 ounces. $2.59



$5.39

Peg Quoits

Like horseshoes . . just toss the rings on the pegs and add up the scores as they appear on board. Set includes big 18x18-in. wood framed hardboard playing surface, 5 pegs, 5 rope-like plastic rings.

79 N 65353G —Shipping weight 4 pounds . . . . Set $5.39

Bean Bag Toss Game

$5.49

Toss your bean bags through the target holes for a bulls-eye and win. For all ages. Made of hardboard and wood. Measures 26 inches high. Set includes 4 bean bags.

79 N 65188C—Wt. 6 lbs. . . Set $5.49

He rolls his eye every time you hit him . . score adds up . . ball returns

Cut 17% Popeye Ball-Toss

Priced to be SOMETHING SPECIAL Was $3.59 $2.96

Keep popping balls into his sailor hat to keep scoring. All plastic, 19 inches high, 4 plastic balls. Great fun for ages 4 to adult.

49 N 65071—Wt. 1 lb. 8 oz. . . $2.96

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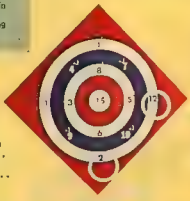


Wall-mount Ring Toss

$5.39

Toss your rings to the red-white-and-blue. American-made wall quoit game is big 16x16-inch target of solid plywood with 13 target hooks and 5 non-marking rings for scoring. High score wins every time. A fun game that helps develop coordination. For all ages.

Shipping weight 3 lbs. 12 oz.

49 N 65418. . . . . Set $5.39

Cut $1

Battery-operated Clown Target

Ball returns automatically

Priced to be SOMETHING SPECIAL Was $4.99 $3.99 Without Batteries

Toss 10 polyethylene balls in clown's mouth . . he returns them. 2 nets incl. to catch balls. For 1 or 2 players. Metal. 18¾ in. high. Japan. Uses 2 "D" batteries. Order pkg. below.

49 N 65349—Wt. 3 lbs. .$3.99

"D" Batteries. Package of 6.

49N8405—Wt. 1 lb. 8 oz. Pkg $1.49

Marx Giant Pro Bowl Football 9.95

Exciting game turns your playroom into an action-packed stadium . . . with real block, kick and tackle football! 3½x7-foot vinyl field. Line up players (plastic — up to 5½ in. tall). Mechanical ball carrier actually "runs" with the ball; wheeled tacklers go after him . . . every play is possible! Authentic game accessories included. Mailable (10 lbs.)
Z36 J 3481.....9.95

[1] SURE-SHOT HOCKEY . . . by Ideal. 2-4 youngsters turn knobs for the mechanical offense and defense players in a simplified, quick-action hockey game. 2 marbles for "pucks" included. Plastic; 20½x12½-in. long.
35 J 2813. (3 lbs.).....4.77

[2] COMPUTER FOOTBALL game! You and an opponent set up offensive and defensive plays . . . computer slashes the outcome. Incl: 4 penlite batteries, 16 G E lights. Wood frame, masonite surface; 22x17x2" high.
Z36 J 3401 Mail. (7 lb)..19.95

[3] BOUNCE BACK . . . Aurora's game of skill and action the whole family will love! Slide the plastic puck across hi-gloss playing surface so that it bounces back and lands on a numbered circle. First player to accumulate exactly 25 points is the winner! Plastic frame; 42¾x12½x2 in. high.
Z36 J 3462. Mail. (5 lbs.)...7.88

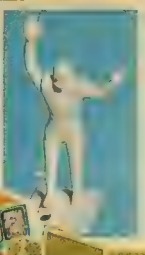
[4] MINI BOWL GAME . . . a table-top bowling alley that means hours of fun for all ages. Test your skill in picking up those strikes and spares . . . just aim the ball and press the release button! Plastic alley 19x5¼x23 inches long! Has suction cup legs, automatic ball return, spring-action ball release. Includes: 4 steel balls, scoring sheets and instructions.
Z36 J 2696. (6 lbs.).....3.88

[5] ELECTRIC BASEBALL . . . In the Major League! You get real, true-to-life action . . . control the exciting play as metal players pitch straight, curve, last and slow balls — run bases — make double and triple plays! Metal frame is decorated to depict the grandstand and diamond. Abt. 20x20x2 inches. 110-120V. AC. UL listed.
Z36 J 3306. Mail. (6 lbs.)...6.99

[6] ELECTRIC FOOTBALL . . . each team has authentic metal kicker-passer who boots or passes ball, plus eleven 3-D players. Move them into position . . . start the play! Goal posts move for college or pro positions; magnetic markers, goal flags. Colorful grandstand and scoreboard, automatic timer incl 110-120V. AC. UL listed. Abt. 27x16½x2-in. Mailable.
Z36 J 3308. (6 lbs.).....6.99

A Christmas gift for everyone on your list—use Budget Power

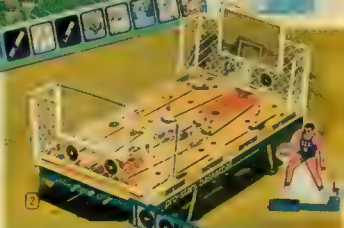
Play on a Pro-Stars team!



1

Pro-Stars Electric Action Football...13.77

1 New vibrating game by Coleco . . . endorsed by the Pros! 22 players incl. Two action quarterbacks pass and kick . . . metal scoreboard sits atop a 3-D stadium. Colorful pro-star action shots decorate sides of 38x21x3-in. game. Includes yard markers, magnetic footballs. 110-120V. AC. UL listed.
W36 J 3469. Mailable. Shpg. wt. 10 lbs. 13.77



2

Play Fast-action Pro-Stars Basketball...12.95

2 Coleco's thrill-packed game is endorsed by top basketball pro stars! Metal players run, shoot and pass from any angle — there's even a special "free-throw" mechanism. 18x30-inch hardboard court with molded backboards, baskets . . . colorful steel frame features pro star action shots.
Z36 J 3468 Mailable. (8 lbs.) 12.95

3

Shoot Pro-Stars Action Hockey...12.95

3 Coleco's authentic pro-star hockey game is endorsed by six big stars! The metal players vie for goals . . . automatic goal indicator springs up when you score. 36x19¼-in. steel rink is decorated with full-color pro-star action shots . . . includes puck ejectors and molded score-tower.
W36 J 3471. Mailable. (10 lbs.) 12.95

PRO-STARS ELECTRIC ACTION FOOTBALL . . . 20 all-time greats have endorsed Coleco's exciting new vibrating action game! 22 colorful "pro" players move on a steel gridiron in a 3-D stadium (38x17x3 in.). 2 action quarterbacks make passing and kicking more realistic. Metal scoreboard actually keeps score. Game includes yard markers, magnetic football.
Z36 J 3470 110-120V. AC UL listed. Mail. (8 lbs.) 9.88

PRO-STARS ACTION BASEBALL . . . major league greats have endorsed Coleco's realistic baseball game. Bat right or left handed. . . remote control pitcher will hurl a fast or slow ball! Free-swinging hitter challenges all the fielders — hits doubles, triples, even homers! Lithographed steel sides; molded plastic field. 3-D grandstand, metal scoreboard. Abt. 24x24 in.
Z36 J 3472. Mailable. Shpg. wt. 8 lbs. 9.88

FEEL

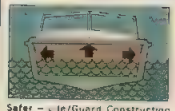
THE STRENGTH

While everyone else is pounding you with performance, Glasspar nudges
Because performance should be gentle, not shocking.

Like the 16' Cortez. Lavishly roomy, luxuriously styled. Her subtle
beauty belongs in the open water.

Under the rugged hull design is Life/Guard Construction*
That's what makes Glasspar a safer, quieter, smoother
riding fibreglass runabout.

Before you buy a boat, take a look at a Glasspar
She's tough but beautiful.



Safer – Life/Guard Construction features a unique foam collar in Glasspar's hull combined with a "bilge tunnel" to make Glasspar virtually noncapsizeable.

Quieter – Life Guard Construction reduces engine and water noise. Tests performed in a Glasspar indicate that she is quieter than other fibreglass runabouts.

POWERED BY MERCRUISER STERN DRIVES

LGC LIFE GUARD CONSTRUCTION

Glasspar

BLUE WATER BOATS

A Division of Larson Industries, Inc
Plants in Little Falls, Minn. / Nashville, Tenn.

*Patent Applied for

Circle No. 28 On More Data Card on Page 90

Our new '70 line is easy to love.

Who needs a sandy beach, campfire and pretty girl?

Just standing in the showroom, a guy can fall nautically in love with a new '70 Silverline.

Smooth, sculptured hulls were designed by one of America's brilliant marine architects. Mated to MerCruiser stern drives, they handle beautifully. And plane at the touch of the single lever control.

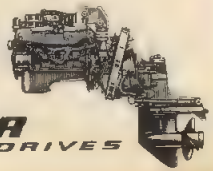
This year we've added a 16′ version of the Miami-to-Bahamas ocean racers. A handsome 15′ fish-hunt-cruise-ski boat. An 18′ and two 16½′ tri-hulls.

Whether you're an inland or blue-water boater, fisherman or skier, you'll find a Silverline built the way you want. With a MerCruiser stern drive to help your boat deliver everything we've promised.

Visit your Silverline dealer soon and look over our new '70 fleet — from 15′ sport to 20′ cuddy. All with Molly Brown flotation foam (it's virtually unsinkable), color-matched hulls and interiors.

For a free 20-page color catalog, write: Silverline, Inc., Moorhead, Minnesota 56560. Dept. C-5.

SILVERLINE...a love affair with water



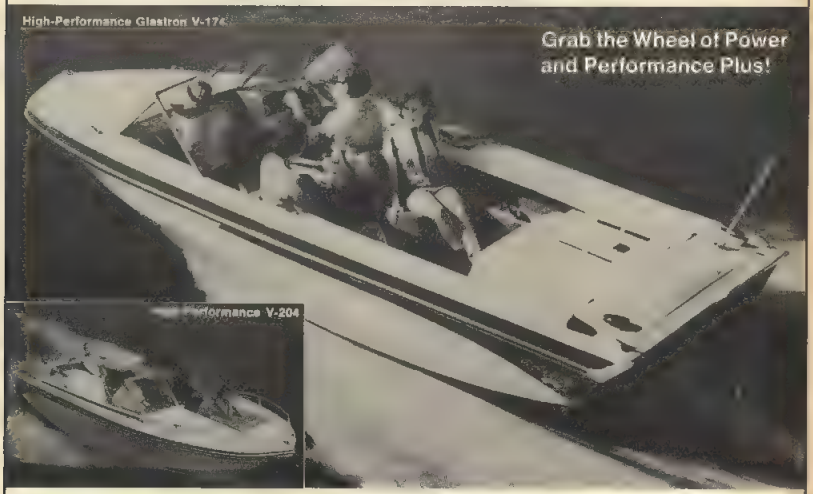
LET'S GO BOATING

POWERED BY MERCRUISER STERN DRIVES

Circle No. 4 On More Data Card on Page 90

GLASTRON INTRODUCES TWO NEW

FUN-JETS



Power . . . dependable, performance-proven Berkeley jets coupled with 350 cubic inches of V-8 muscle now comes in either the high-performance Glastron V-174 or V-204.

Performance in one word: *breathtaking.*

Acceleration you've never known before make these two boats ideal for skiing or all around family fun. Expect speeds approaching 50 M.P.H.

Plus . . . advantages you'll find in no other type of propulsion. It stops fast. Simply reverse the Jet stream and these boats stop in almost their own length. There's no prop. This eliminates a lot of problems in shallow water, and is much safer for water skiers.

Grab the wheel on performance . . . it's at your nearest Glastron dealer. See him today!

BERKELEY PUMP COMPANY
P.O. BOX 2007 • BERKELEY, CALIFORNIA 94702

GLASTRON *The Fun Company*

GLASTRON BOAT COMPANY
P.O. BOX 9447 MB570
AUSTIN, TEXAS 78756

Shouldn't You Join The...

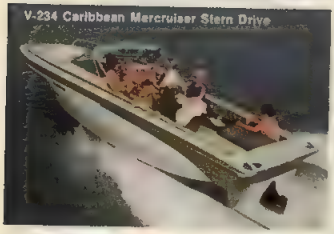
GLASTRON

FUN REVOLUTION!

V-177 Swinger Mercruiser Stern Drive

More skippers every day are turning to the economy, convenience and smooth power of Mercruiser stern drives. And Glastron gives you more of everything you buy a stern drive for! Glastron's exclusive high performance hulls are specifically designed and mated to the Mercruiser stern drive power plant. The result? You get more go power . . . a smoother ride . . . more miles of fun for every gallon of gas!

Glastron Mercruiser stern drive models come in a complete range of sizes and power options to suit every skipper's needs. Every model sports fabulous quality touches that are the Mark of Glastron . . . Glastron's famed Aqua-Lift Deep Vee or the great Aqua-Lift II hulls of Glastron Swingin' Swingers. Right side up positive flotation, smoother mechanical steering, and electric bilge exhaust blowers in every Glastron stern drive. Every Glastron is certified by the Boating Industry Association. For more fun on the go—go—Glastron . . . with the sturdiest, best designed, smoothest riding hulls on water. Add your choice of Mercruiser power and you've got the finest stern drive boat afloat



V-234 Caribbean Mercruiser Stern Drive

NEW V-197 GULFCRUISER STERN DRIVE (ALSO IN OUTBOARD)

V-214 Vagabond Mercruiser Camper

V-157 Sportster

NEW V-197 FUNDECK STERN DRIVE

POWERED BY MERCRUISER STERN DRIVES

LET'S GO BOATING

GLASTRON

The Fun Company®

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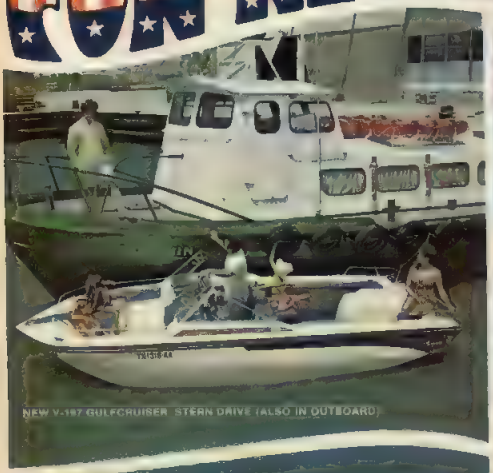
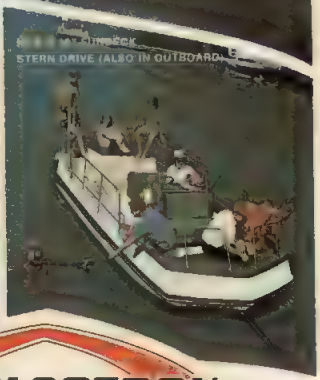
GLASTRON PLEASURE BOATS ☐ SNO-JET SNOWMOBILES ☐ GLASTRON MOTOR HOMES ☐ NAUTA-LINE HOUSEBOATS ☐ GLASTRON/MOLINARI/CARLSON HIGH PERFORMANCE BOATS

FUN REVOLUTION!



NEW V-197 GULFCRUISER STERN DRIVE (ALSO IN OUTBOARD)



STERN DRIVE (ALSO IN OUTBOARD)

NEW V-184 BAYFLITE STERN DRIVE (ALSO IN OUTBOARD)

GLASTRON

New-Idea Boats '70!

And who but Glastron should lead the Fun Revolution on the water? Take your pick of 23 new models, 14-23 feet on two performance-proved hulls. Boating people know there's no match for Glastron research, styling, and go-on-the-water. Witness the 17' Glastron Swingers, the world's best-selling 15' Sportsters!—choice of 13 outboards, 9 stern-drives, 2 sail! There's a Glastron matched to your family. And compare prices—from $567 to $9199. To double your fun with year-after-year performance bred by racing champions, get-going . . . in a Glastron.

A CONROY COMPANY

☐ GLASTRON PLEASURE BOATS ☐ SNO-JET SNOMOBILES ☐ GLASTRON MOTOR HOMES ☐ NAUTA-LINE HOUSEBOATS ☐ GLASTRON/MOLINARI/CARLSON HIGH PERFORMANCE BOATS

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Please send additional information on the 1970 Glastron "Swingers" and the new Glastron Color Catalog.

Name _____

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City _____ State _____ Zip _____

UNDERWAY WITH THE USPS

CONTINUED FROM PAGE 12

the art of Squadron management and operation. Such a course must be sufficiently flexible to meet the needs of each Squadron, taking into consideration the different locations, age groups, resources

The course attempts to give prospective Squadron Officers an understanding of the organization's structure at all three levels to enable them to work more efficiently at the point of contact, mindful of the surrounding influences and sources of assistance. Initially, a Commander is most concerned with his own ship, not the entire navy, and the selection of a good crew. This is a problem in any organization, and we list here, for the benefit of anyone caught in this dilemma, extracts from the thoughts of the Officers' Training Committee. They are basic and therein lies their appeal

"Join with your Bridge Officers and work out in detail each major activity, drawing on individual talents and coordinating all to assure success. Let each committee recognize the importance of others in the project so a fully cooperative program results.

"Establish a Calendar of Events to avoid conflicting projects as well as having an outline of the yearly requirements. Some events require lengthy preparation–get these going immediately!

"*Staff*. The Commander's regime will be as successful as the men he appoints to operate the various parts of the Squadron." The Committee suggests a complete review of the previous year's jobs and personnel and the enlisting of the aid of a Personnel Committee formed of Past Commanders and current top echelon officers. They recommend tenure of office (3-5 years) for incumbents capably handling assignments and the replacement of others, with malice toward none, weighing these factors: ability, experience, proven performance, availability, interest, willingness.

"The composition of Squadron membership is that of a group of men from every walk of life and with a wide range of educational achievement, from elementary school to that of highest academic status. It counts as members many successful business men with associated self-determination which, when controllable, provides the virtue of initiative. The Squadron, above all, is a voluntary organization. The practice of open communications, perseverance and enthusiastic participation by the responsible officers should provide a meaningful control of the Squadron's growth and activities." ⚓

Marybelle Johnson

The crew of Motor Boating were saddened to learn that Miss Marybelle Johnson passed on to greener pastures in Florida on March 22. Johnnie, as she was affectionately known to the original crew, came to work for Charles F. Chapman in September 1912. She retired in September 1967, after having given a lifetime of loyalty and service to *Motor Boating*. She was instrumental in helping Chap start a question and answer piloting course which eventually developed into the book which is now so famous, "Piloting, Seamanship and Small Boat Handling." She also helped develop *Motor Boating*'s book department of which she was a staff member until her retirement.

Miss Johnson had many friends in the industry and at Hearst Magazines, Inc. We take comfort in the knowledge that "to live in the hearts of those we love is life eternal."

The GREAT BOATS from GRADY WHITE

Traditional Grady White Quality... Now Here in Fiberglass!

If you want to step up to the cabin cruiser class economically, take a close look at the Grady White Atlantic Weekender, its a mighty big 19 foot outboard cabin cruiser.
You may discover that you're ready for an inboard/outboard 21 foot cabin cruiser. Then you'll go for the 212 Chesapeake, the cuddy cabin with 2 full size vee berths. These and all the great Grady White boats are constructed of hand lay-up fiberglass, and meet the same standards of quality associated with the name Grady White for years.

Send today for free color brochure and price list on all the beautiful Grady White models ranging from 16 feet to 21 feet.

NAME _____

ADDRESS _____ CITY _____

STATE _____

ZIP CODE _____

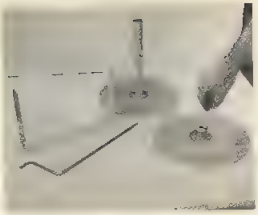
GRADY WHITE BOATS
BY NATIONAL BOAT WORKS, INC.
310 ALBEMARLE AVE., GREENVILLE, N.C. 27834 • 919-758-2511

Anchor Rope Reel

Stow your anchor line on this handy spool

By Gordon P. Manning

¼" holes in flanges for crank



Attach flanges with 4 screws

WHAT IS MORE exasperating than trying to set your anchor from the forward deck, and finding that you can't pull out any more line from the locker below?

If you have ever had this happen to you, this little homemade reel is the answer to your problem. For a few cents worth of material you can make a storage reel that will take up to 200 feet of ¼" anchor line, with a guarantee that you can always pull every last foot of it out, without a foul-up.

First thing to do, after you've assembled your materials, is to cut out the two wooden reel ends to 11" diameter. A sabre saw does it very quickly. Sand the discs to smooth up the edges, and drill a ¼" hole for the crank rod in the center of each.

Next lay off a bending line 6⅜" in from each end of the 25" piece of 3/16" x 1¾" aluminum bar. If you form a right angle at each of these lines you will have exactly 11¾" between the two arms of this support bar. This takes the reel nicely. A good sized vise and a large monkey wrench will simplify the bending operation.

For putting the reel together use two of the Reynolds 1¾" flanges, plus a 10" piece of their 1¼" tube. (Arrive at the 10" length thus: ¾" for the plywood end, plus ¾" makeup in the flange fitting equals ½", 4 times 2 ends equals 1" off total desired width of 11".)

The GREAT BOATS from GRADY WHITE

Traditional Grady White Quality... Now Here in Fiberglass!

If you want to step up to the cabin cruiser class economically, take a close look at the Grady White Atlantic Weekender, its a mighty big 19 foot outboard cabin cruiser.
You may discover that you're ready for an inboard/outboard 21 foot cabin cruiser. Then you'll go for the 212 Chesapeake, the cuddy cabin with 2 full size vee berths. These and all the great Grady White boats are constructed of hand lay-up fiberglass, and meet the same standards of quality associated with the name Grady White for years.

Send today for free color brochure and price list on all the beautiful Grady White models ranging from 16 feet to 21 feet.

NAME _____
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GW
GRADY WHITE BOATS
BY NATIONAL BOAT WORKS, INC.
700 ALBEMARLE AVE., GREENVILLE, N.C. 27834 • 919-752-2111

motion to either side, especially on a deep-vee hull, would "kick" the keel toward the surface, a natural action which wouldn't stop until the boat was overturned.

—A boat that features level and upright flotation isn't necessarily capsize-proof, but it is generally harder to turn over. It isn't necessarily self-righting either. To be self-righting, it must have a very low center of gravity and a very high center of buoyancy. Some of the craft tested were purposely capsized with the flotation strips in place along the gunwales; they righted much more easily than those without flotation, but a great deal depended on how good a grip the "righters" could get on the keel.

The tests proved that the original paper-and-pencil standard for flotation was just about right. The committee recommended the addition of only slightly more material than is now called for, and also decided that some of it should be re-located. Present requirements provide that a quarter of the total be placed along the sides at the gunwale, with the flotation requirement for passengers pegged at 40 per cent of the manufacturers' maximum capacity. The new recommendation is for 50 per cent of total flotation material to be placed along the sides, as high up as the boat's design permits, with sufficient flotation to support 50 per cent of the live load. Calculations in the flotation formula now include the submerged weight of the hull, the dry weight of the deck, half the dry weight of the passenger load, and an allowance for the powerplant. If the boat is an inboard, this portion of the boat's flotation must support the submerged weight of the engine and accessories, if it's an outboard, allowance should be made for half the dry weight and half the submerged weight of the biggest engine recommended for the boat. It isn't necessary to provide flotation for the entire live load because at least half the passengers' bodies will be immersed in a swamping condition and thus weigh next to nothing.

The new recommendations present little or no problem for manufacturers of runabouts and small cruisers. On the average runabout it will mean addition of just a cubic foot or two more of foam—and most have the room for it between hull and bulkhead. And the builders get flotation credit for the wood and other buoyant materials in the hull. But the manufacturers of small, open fishing boats and utility craft —several of whom had representatives on the committee—haven't exactly made it easier on themselves. Present designs of these boats will have to be considerably re-vamped to provide enough space for the foam along the gunwales.

Of course these manufacturers could always ignore the standard altogether and continue placing the foam under the seats. Or could they? The committee chairman, Grant Thompson of Cruisers, Inc., doubts it. "Consumer protection and product safety are the watchwords today. The government may begin demanding level flotation in the next few years. And, if it doesn't, the competition is going to force it anyway," he observed.

What about the millions of small craft on the water today that don't have level flotation? Thompson had some thoughts on that, too. "Flotation at the gunwales will work whether it's inside or outside the boat. If someone began producing a vinyl-covered strip of flexible foam—the kind used on water ski belts—and coated the back of the strip with a strong, water-resistant adhesive, the boat owner could just buy a strip of the stuff and paste it around the gunwale. It wouldn't be very pretty, but it would keep the boat afloat and serve double duty as a rub-rail or fender," he said. Thompson hastily added that he had no intention of manufacturing the strips himself.

Engineers from other firms were enthusiastic about the new recommendations and didn't think re-designing of most fishing boats would present an insurmountable problem for their manufacturers. But these were engineers, not financial experts. And we already know about engineers—they'd rather sink boats than go fishing from them. ⚓

The GREAT BOATS from GRADY WHITE

Traditional Grady White Quality... Now Here in Fiberglass!

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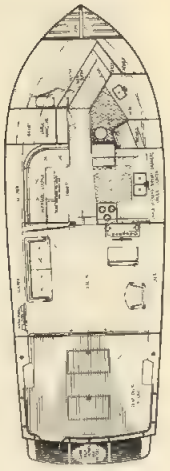

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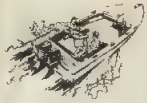

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7 JUMBO WESTERN with case . . . the finest guitar sounds around! Deluxe styling—features spruce top with large body. 41x15½x4¾-in. Steel reinforced adj. neck. Rosewood fingerboard and inlaid pearl position markers Inlaid bindings around sound hole and body. Multi-ply pickguard, Rosewood pin type adj. bridge
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- Tremolo
- 75 Watt Output

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- 25 Watt Output

***FIVE-TUBE AMPLIFIER (Shown at Top)**
- 2 Vol. Controls
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- Two H. D. 8" Speakers
- Vol. & Tone Controls
- Tremolo
- 3 Inputs

2252G5040 3 instrument inputs, separate jack for foot switch, 1 volume and 1 tone control Tremolo with modulation and speed controls. Pilot light, fuse, and separate ON and OFF switch Power consumption 40 watts Audio output 8 watts AC only. Cabinet covered with simulated Black leather Approx size 17" H x 20" W x 9" D. Ship wt, 20 lbs.
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- 4" Tweeter

3176MF18113 Two channels with separate Tone and Vol Controls Transistor input on each channel Reverb with gain control, foot switch and jack, Tremolo with modulation and speed control with foot switch and jack 2 transistors, 8 tubes and 5 diodes provide 14 tube performance 100 Watt Peak performance **U.S Made.** Approx. size **Power Section** 6¾" h x 16¾" w x 9¼" d **Speaker Cabinet** 21" h. x 26¾" w. x 10¾" d Cabinet covered with Black simulated leather. Ship. wt. 48 lbs. **F O B. Ill. Factory.** **Sugg. Retail $301.95**

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- 15" Jensen Speaker
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2253G10418 Top mounted chassis for finger tip operation. 2 input jacks for electric bass or guitar 4 controls Bass Treble and Volume Separate on and off, and standby switches Replaceable pilot light and fuse 4 tubes plus 5 silicon rectifiers provide 7 tube performance 12 tubes dual purpose 24" duo wood cabinet covered with simulated Black leather Approx size 22¾" H x 19½" W x 10¾" D Approx ship wt 40 lbs **Sugg Retail $173.50**

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- 8" Speaker
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E36 Y 9186M—*Complete Outfit* Wt. 26 lb. Mail./Exp.*.. 99.95
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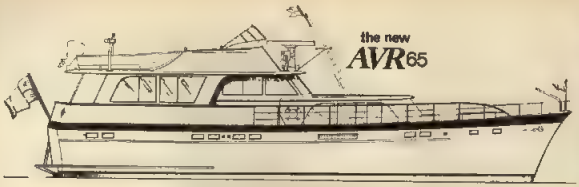

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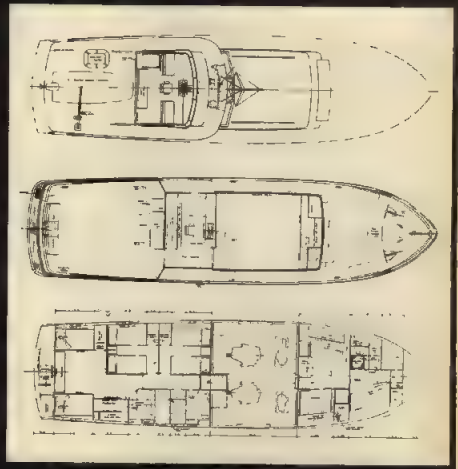

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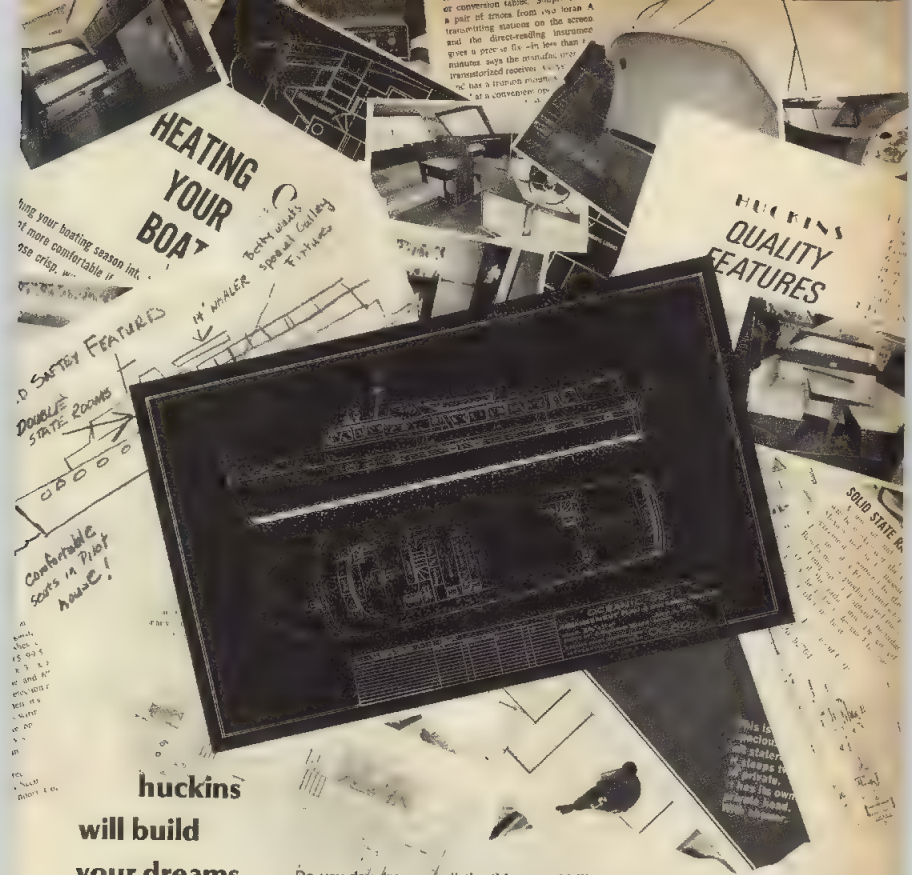

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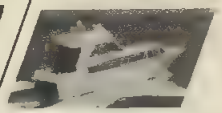

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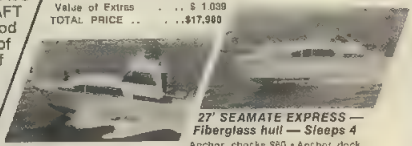

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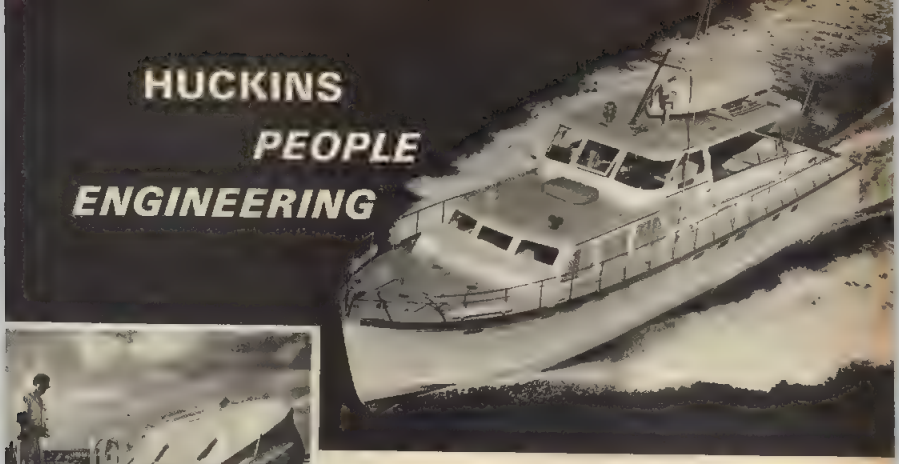

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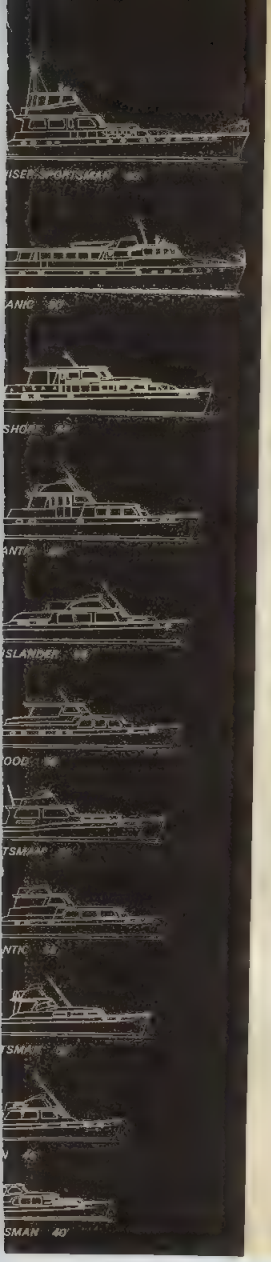

there is a Huckins Fairform Flyer ideal for you! Through decades of luxury yacht building plus dedicated marine engineering, 52 basic plans have evolved in Quadraconic hull lengths 40 to 80 feet

In seagoing yachts, there are basic Huckins plans to fit your needs and desires in a cruiser, sportsman or a combination of both Each yacht plan affords total adaptability to the individual owner in custom arrangement and decor with the assurance of outstanding Huckins performance

In a Huckins, you get more value and more yachting pleasure knowing more of every dollar invested goes into your yacht. That means less maintenance, less down time and less cost through the years

Come up to Huckins, you'll find more than 52 reasons why you'll be glad you did. Write for an illustrated plans book where you'll find the perfect yacht for you

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HUCKINS FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION

The time to SAVE is NOW on the NOW Boat for 1970!

WHY SETTLE FOR LESS? . . . WHEN YOU CAN GET MORE WITH A 1970 REVEL CRAFT!

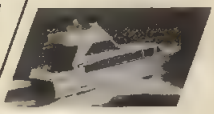
REVEL CRAFT has come up with a plan to save smart boat buyers hundreds of dollars on any of the brand new, 1970 REVEL CRAFT pictured here. Everybody always pays more for boats in Spring because it's the peak of the boating season. REVEL CRAFT wants to spread the season over a longer period of time to help equalize their production of quality boats, and hundreds of dollars worth of extras will be included FREE to boat buyers who take delivery of new, 1970 REVEL CRAFT between December 1, 1969 and February 28, 1970! This offer applies only to the boats pictured on this page. REVEL CRAFT already offers more extras as standard equipment than any other boat manufacturer, and NOW just look at the *additional* extra equipment REVEL CRAFT is willing to give between December 1st and February 28th. If ever there was a time to buy a new boat, it's NOW when savings are at their greatest! Don't wait until Spring when everyone will be buying . . . join the smart buyers who are saving hundreds of dollars on new REVEL CRAFT . . . wood or fiberglass boats . . . the quality leader that offers more than any other boat in the business! Don't wait! Save NOW on the value leader for 1970! See your dealer for full specifications and optional equipment price list

Now is the time to get the NOW boat for 1970!

37' PLAYMATE SEDAN — Sleeps 6

Berth filler $55 • Bow and side rails $360 • Anchor, chocks $86 • Anchor, dock lines, chain $48 • Bell $12 • 3 fire ext $48 • 6 life vests $36 • Spring line cleats $60 • Yacht ensign kit $35 • 225 hp engine t/s $120 • Mufflers $60 • Adjustable helmseat $110

Value of Extras ..... $ 1 069
TOTAL PRICE $21,970



33' PLAYMATE SEDAN — Sleeps 6

Berth filler $55 • Bow and side rails $360 • Anchor, chocks $86 • Anchor, dock lines, chain $48 • Bell $12 • 3 fire ext $48 • 6 life vests $36 • Spring line cleats $60 • Yacht ensign kit $35 • 225 hp engine t/s $120 • Mufflers $60 • Adjustable helmseat $110

Value of Extras .....$ 1,039
TOTAL PRICE . .. $17,980

27' SEAMATE EXPRESS — Fiberglass hull — Sleeps 4

Anchor chocks $60 • Anchor, dock lines, chain $42 • Bell $12 • 2 fire ext $32 • 4 life vests $24 • 225 hp engine $60 • Muffler $40 • Helmseat $95 • Hot & cold shower $630 • Auto fresh water system $90 • Elec bilge pump $64

Value of Extras . .$ 1,149
TOTAL PRICE $10,980

30' SEAMATE SEDAN — Fiberglass hull — Sleeps 6

Anchor, chocks, $60 • Anchor and dock lines, chain $42 • Bell $12 • 2 fire ext $32 • 6 life vests $36 • 225 hp engine $60 • Muffler $40 • Helmseat $95 • Hot & cold shower $630 • Auto fresh water system $90 • Elec bilge pump $64

Value of Extras .....$ 1,161
TOTAL PRICE . .. $13,860

27' SEA SKIFF EXPRESS — Sleeps 4

Anchor, chocks $60 • Anchor dock lines, chain $38 • Bell $12 • 2 fire ext $32 • 4 life vests $24 • Hot and cold shower $630 • Berth filler $56

Value of Extras .....$ 851
TOTAL PRICE $9,885

30' SEA SKIFF SEDAN — Sleeps 6

Berth filler $55 • Anchor, chocks $60 • Anchor,dock lines, chain $42 • Bell $12 • 2 fire ext. $32 • 6 life vests $36 • Hot and cold shower $630

Value of Extras . . ....$ 867
TOTAL PRICE . . $11,995

24' KEY LARGO — All Fiberglass — Sleeps 4

Helmseat $74 • Berth filler $50 • Bilge pump $64 • Windshield wiper $42 • Bow rail $60 • 225 hp engine $60 • Muffler $40 • Anti-foul bottom paint $142

Value of Extras .....$ 532
TOTAL PRICE $8,395

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Deluxe Dragster

4141TF4144—Deluxe Dragster with coaster brake, front handbrake. Chrome wheel rims 20" tires and cheater slick rear tire. 48" Sissy bar. Two-tone bucket saddle with quilted glitter finish top. Seafrost green frame. Ship. wt. 39 lbs.
Retail $49.95

4238TF3528—Dragster (Not Shown) Coaster brake. 20" tires, cheater slick rear tire. Frame and fenders are finished in Carnaby Red. Ship. wt. 38 lbs. Retail $39.95

Miss America

4142TF4144—Miss America has single speed coaster brake. Flowered saddle and woven basket. 20" whitewall tires with chrome fenders and rims. Frame finished in Astro Blue. Ship. wt. 38 lbs.
Retail $49.95

4215TF5002—Miss America 3-speed (Not Shown) 3 speeds with twist grip control on Malibu handlebar. Woven basket and flowered saddle. Dual handbrakes. Frame color Midnight Magenta. Ship. wt. 40 lbs. Retail $53.95

The Wheel

4237TF5224—The Wheel has single speed rear hub with coaster brake. Drag brake lever in wood grain console. Racing steering wheel. Dual stripe 20" Red Band Supreme tires and Cheater Slick rear tire. 48" sissy bar with headrest. Quilted, glitter finish bucket saddle. Frame is finished in Astro Blue. Ship. wt. 46 lbs.
Retail $65.95

Deluxe Space Age Rail

4143TF5854—Deluxe Space Age Rail. Low profile 5 speed bike has 18" front wheel and 20" Cheater Slick rear wheel. Dual stick console. 48" sissy bar and Flaming Stack chainguard. Quilted bucket saddle. Frame finished in new "Combo" colors: Frost Lemon blended with Nile Green. Ship. wt. 45 lbs. Retail $72.95

Men's 26" Deluxe Sportsman

4282TF4330—Men's 26" Deluxe Sportsman. A lightweight bike with 3 speed rear hub and twist grip control. Two handbrakes. Battery headlight on handlebar. Chrome, fenders, rim and luggage carrier. Tires 30"x1¾". Two tone saddle. Frame finished in Seafrost Green. Ship. wt. 45 lbs. Retail $53.95

Ladies' 26" Deluxe Sportsman

4283TF4330—Ladies' 26" Deluxe Sportsman. 3 speed lightweight bicycle with twist grip control. Dual handbrakes. Headlight on handlebar. Chrome fenders, rims and luggage carrier. Comfortable two tone saddle. White sidewall 26"x1¾" Tires. Frame is finished in Seafrost Green. Ship. wt. 46 lbs.
Retail $53.95

Shipped F.O.B. Ohio Factory

Std. Convertible 20"

4285TF5004—Standard Convertible 20". Tank converts from boy's to girl's position. Coaster brake and big bike crank, bearings and pedals. Pneumatic tires and full bike rims. Training wheels are included. Nile Green color. Ship. wt. 34 lbs. Retail $36.95

20" Super Deluxe Convertible

4154TF3458—20" Super Deluxe Convertible. Big bike construction. Coaster brake. Pneumatic tires and full bike rims. Tank converts from boy's to girl's position. Outrigger training wheels included. Astro Blue color. Ship. wt. 36 lbs.
Retail $42.95

26" Tandem

4284TF7054—26" Tandem. Frame style is convenient for man or woman. Quick saddle adjustment without tools. Chrome fenders and rims. Coaster brake with front handbrake. Heavy duty tires, rims, spokes and hubs. Frame finished in Carnaby Red. Ship. wt. 72 lbs.....Retail $99.95

Bicycles on This Page Shipped by Truck or Express from Ohio Factory.

STEVENS FORSTMAN MERINO WOOL BLANKETS

. . . . The Aristocrat of Luxury Wool Blankets

The ultimate in sleeping comfort' True elegance in this extra fine 100% wool blanket from Stevens Fine Art Collection Made of luxurious Merino Wool that's imported from Australia—especially produced in limited quantities. No other blanket fiber can compare with this elegant yarn for true warmth. So whisper-soft, with "velvet touch," permanently lofty and luxurious Ends handsomely bound with 3-inch Nylon satin. Hand wash with care Beautifully gift boxed. Parrot Green, Cherry Jubilee, Desert Gold, Blue Bell or Merino White. Specify.

	Ship. Wt. (Lbs.)	Sugg. Retail
9779C1931—Twin Size Blanket, 66"x90"	8	$32.50
9780C2340—Full Size Blanket, 80"x90"	8½	40.00
9781C3218—King Size Blanket, 108"x90"	10	55.00

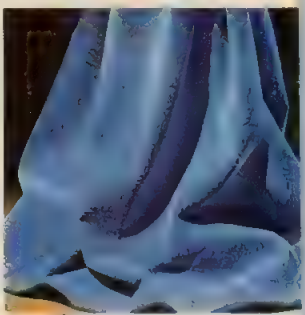
Pepperell MIRACULOUS "MIRALUX" BLANKETS

Non-woven, this blanket has an inner core of polyurethane foam, supported by Nylon webbing, to which Nylon fibers are electrostatically bonded on both sides. Creates a featherweight, downy feel with an unusual shimmering effect Smooth velvety fabric has special thermal qualities and strength, making it especially light and warm Practically indestructible—withstands machine washings and dryings without pilling or shedding ever! Stitch-proof Nylon binding Frosty colors Deep Blue Deep Pink, Deep Green or Gold Specify.

	Ship. Wt.	Sugg. Retail
9782C780 —"Miralux" Blanket, 72"x90" (fits twin or full beds)	5 lbs.	$13.00
9783C1281—"Miralux" Blanket, King Size 108"x90" (king size bound on all 4 sides)	7 lbs.	22.00

LADY PEPPERELL "SIMPLICE" BLANKETS (Right)

Sculptured Floral Pattern on one side
Solid "Miralux" Style on reverse



Pepperell's famous "Miralux" blanket with the frosted velvet look in a delicate floral design sculptured on one side—plain on reverse. Non-woven construction with Nylon yarns electrostatically bonded to a polyfoam core. Light, warm . . . velvety soft. Practically indestructible Machine wash machine dry. Won't shrink, pill or shed. Hemmed ends. Deep Blue, Deep Pink, Deep Green or Gold Colors. Specify.

9944C975—Regular 72"x90". Ship wt. 5 lbs. Retail $15 99

9945C1469—King 108"x90". Ship. wt. 7 lbs. Retail $23.99

St. Marys

ST. MARYS Winterweight ACRILAN

The ultimate in Chemstrand's Acrilan luxury! More warmth less weight, longer wear with less care! Non-allergenic, moth-mildew proof Machine wash . . . machine dry "Never-shed" finish eliminates shedding, matting True winterweight blanket has extra wide 7" Nylon binding. Gift Box Antique Gold, Cerulean Blue, Verdian Green, or White Specify color

	Ship. Wt (Lbs.)	Retail
9907C1040—Twin Size Blanket (66"x90")	4½	$15.50
9908C1196—Full Size Blanket (80"x90")	5	17.95
9909C1835—King Size Blanket (108"x90").	6½	29.95

ST. MARYS "MONTEGO" POLYESTER

Super soft 100% Polyester blanket in sparkling colors Long-wearing and so easy to care for Machine wash, machine dry Lofty nap stays beautiful, washing after washing Won't shed or mat, mildew-mothproof non-allergenic. 5" Nylon binding Gold, Blue Deep Pink or Verdian Green Colors Specify

	Ship Wt.	Sugg. Retail
9946C540—72"x90" Blanket (fits twin or full beds).	2½ lbs	$ 8.50
9947C830—King Size 108"x90"	5 lbs	14.98

ST MARYS "Moderne"—Deluxe Wool

100% Virgin Wool blankets for real prestige Thick and heavy in choice, long fibered Wool—no other fiber can compare for true warmth! Rich texture color and cashmere softness that last and last. Bound with 7" Nylon binding Permanent, moth, molded pre-shrunk color-fast. Pink, Canary White or Verdian Green colors. Specify

	Retail
6845C1855—Twin Size 66"x90" Ship. wt 5 .s lbs	$25.00
6854C2145—Double Size 80"x90" Ship. wt 6¼ lbs.	31.00

HUDSON'S BAY 4 Point BLANKETS

Famous the world over . . . grandsire of a distinguished family of fine things for good living, Hudson's Bay Point' blankets are one of the few surviving links of the early Fur Trade days in the great Canadian Northwest when identical blankets were traded for beaver pelts! Woven in England by skilled craftsmen in 100% virgin wool that has a deep warm nap Deluxe finished edges which need no binding Unsurpassed in warmth, softness and strength . . . truly a lifetime possession Rich, vibrant colors are guaranteed colorfast. 72"x90" practical size fits twin or full beds Wash with care Handsome gift box Choice of White with Multi-Stripe or Scarlet with Black Bar Specify Shipping weight 5 lbs

	Suggested Retail
9712C2813—White with Multi Stripe Blanket	$39.95
9217C2813—Scarlet with Black Bar Blanket	$39.95

Please Specify First and Second Color Choices if Possible

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guts enough to take anything you've got guts enough to give her.

The International takes to the open sea with confidence. And safety.
Her hull is one of the best.
It gives her stability at a standstill or moving slow.
And at stepped-up speeds you get a soft dry ride.
Even in roughest water. Go on. Take her outside.
Play with the big boys. Most anytime.
She's built to take it.

INTERNATIONAL/21 Convertible

INTERNA

Her hull is tough. Rugged.

The outer hull is reinforced by an ocean-tested all-fiberglass Grid Stringer System. A one-piece fiberglass inner lining is then lifted in place over the stringer system. All three pieces dovetail and are fiberglass-fused together to form one solid unit. Pressure taken at any point is distributed evenly throughout the hull. It's an all-fiberglass hull. There is no wood to rot and warp or bolts to rust and break loose.

An International exclusive. The Walk-Thru Windshield. The center windshield section drops and slides forward for easy access to the bow deck. It eliminates scrambling over wet fiberglass to get forward. It's a great convenience and safety feature. And only International has it.

She's speedy and has a classic helm response that makes her a great sportfisherman. Add to that all the comfort features built in for the skipper's lady and kids and you've got an ideal family overnighter.

You just won't find anything in the same price class that can follow in her wake.

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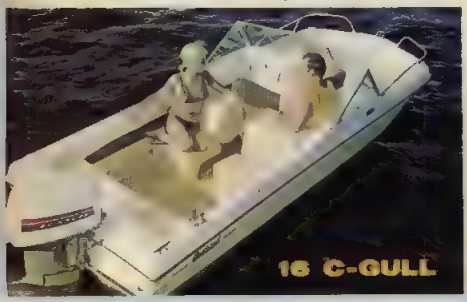

she's built to take it.

Her hull design is one of the best.
It gives her stability at a standstill or moving slow.
At stepped-up speeds you get a soft dry ride.
Even in rough water.
She's got guts enough to take anything you've got guts enough to give her.

INTERNATIONAL YACHT/21 Convertible

Her hull is tough. Rugged.

The outer hull (1) is reinforced by (2) an ocean-tested all-fiberglass Grid Stringer System. A one-piece fiberglass inner lining (3) is then lifted in place over the stringer system. All three pieces dovetail and are fiberglass-fused together to form one solid unit. Pressure taken at any point is distributed evenly throughout the hull. It's an all-fiberglass hull. There is no wood or bolts to rot, warp or break loose.

Another International exclusive. The Walk-Thru Windshield. (4) The center windshield section drops and slides forward for easy access to the bow deck. It eliminates scrambling over wet fiberglass to get forward. It's a great convenience and safety feature. And only International has it.

The cockpit of the International is a complete one-piece washable fiberglass liner. There's no formica or wood paneling that will peel or warp. It's completely carefree.

She's speedy and has a classic helm response that makes her a great sport fisherman. Add to that all the comfort features built in for the skipper's lady and kids and you've actually got a sport fishing home on the water.

She's a hell of a boat. And you won't find anything in the same size and price class that can follow in her wake.

INTERNATIONAL Yacht/ [illegible]

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Freeport
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guts enough to take anything you've got guts enough to give her.

The International takes to the open sea with confidence. And safety.
Her hull is one of the best.
It gives her stability at a standstill or moving slow. And at stepped-up speeds you get a soft dry ride. Even in roughest water. Go on. Take her outside. Play with the big boys. Most anytime. She's built to take it.

INTERNATIONAL/21 Convertible

INTERNATIONAL/23 Fly Bridge

Her hull is tough. Rugged.

The outer hull is reinforced by an ocean-tested all-fiberglass Grid Stringer System. A one-piece fiberglass inner lining is then lifted in place over the stringer system. All three pieces dovetail and are fiberglass-fused together to form one solid unit. Pressure taken at any point is distributed evenly throughout the hull. It's an all-fiberglass hull. There is no wood to rot and warp or bolts to rust and break loose.

An International exclusive. The Walk-Thru Windshield. The center windshield section drops and slides forward for easy access to the bow deck. It eliminates scrambling over wet fiberglass to get forward. It's a great convenience and safety feature. And only International has it.

She's speedy and has a classic helm response that makes her a great sportfisherman. Add to that all the comfort features built in for the skipper's lady and kids and you've got an ideal family overnighter.

You just won't find anything in the same price class that can follow in her wake.

TAKE HER OUT NOW, AT OFF-SEASON PRICES.

There are still great boating days ahead this year. And she'll still be a brand new International come spring 70.

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The Jack Purcell® Windjammer—the boat shoe in a class by itself.

Up top, sturdy canvas duck made for fast action. Inside, seaworthy support from Posture Foundation®. It's a built-in wedge to help keep your feet comfortable and relaxed through long hours of deck action. Sunshine or squalls, there's no finer footing than with the unique "Grip Block" sole. So, set your course for comfort, safety and style . . . with the Jack Purcell Windjammer.

Jack Purcell®
BFGoodrich 100th Anniversary

Loaf along at 50 knots. Or cruise at 5.

The new Cal 21

Loaf along at 50 knots to your favorite cruising grounds. You can explore new lakes, bays, and harbors every weekend — in the new CAL 21. For launching, any beach ramp and 12 inches of water are all you need. With her fully retractable keel and specially hinged mast you can launch the new CAL 21 in just 15 minutes, and you're off to sailing fun and cruising adventure.

Underway, the powerful sailplan and big 360-lb. keel provide that special, sparkling performance that have made CAL boats the most successful racing/cruising boats in the world. Like the bigger ocean racers, the CAL 21 is self-righting and self-bailing.

The rich mahogany trimmed interior sleeps four, with room for two more in the big cockpit, and there's space for a marine head and galley range. This great sailing package, including trailer, costs less than most cars. See your JENSEN dealer for a free quick-launch demonstration, or drop us a note and we will send you a special color booklet illustrating the easy sail-to-trail features.

Jensen marine

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CORONA BLUE

Light Blue Metallic luster decor on outer edge framed by a Platinum band on White body. Complementary serving pieces.

	Sugg. Retail
6303XF7797—44 Pc. Set	$149.95
6304XF15080—91 Pc. Set	290.00

Thomas PORCELAIN CHINA

Thomas is one of the finest available chinas with a fresh young contemporary look that appeals to the bride as well as the matron. There isn't any buna which is fired higher than Thomas (2,700 degrees). Thomas is translucent porcelain with a hard glaze. The beautiful patterns of Corona Blue and Alencon china will not craze but always retain its mirror-like shine. Expertly made in Germany. **Shipped F.O.B. N.Y. Warehouse.**

44 PIECE SET COMPOSITION

SERVICE FOR 8. Ship wt approx 45 lbs **8 EACH**, dinner plates, dessert plates, cups, saucers and soups. **1 EACH:** platter vegetable bowl creamer and open sugar

91 PIECE SET COMPOSITION

SERVICE FOR 12. Ship wt approx 65 lbs **12 EACH** dinner plates, dessert plates bread and butter plates, cups, saucers, soups and fruits. **1 EACH** med. platter, large platter, oval vegetable bowl, large vegetable bowl, sauceboat, creamer and open sugar.

ALENCON

Delicate White floral arrangement in White on White enhanced with a Gold inner trim line. Matching serving pieces.

	Sugg. Retail
6301XF7020—44 Pc. Set	$135.00
6302XF13780—91 Pc. Set	265.00

PLATINUM OR GOLD BAROQUE

GOLD BAROQUE

Sparkling White with rich Matgold trim. Provides a luxurious table setting.

	Sugg. Retail
6111XF13300—93 Pc. Set	$199.50

PLATINUM BAROQUE

Same as above except without band on rim of cups. Platinum scroll line underneath rim of cups. Lavish Platinum trim on Pure White.

	Sugg. Retail
6112XF13300—93 Pc. Set	$199.50

JOHANN HAVILAND BAVARIA GERMANY ™

GENUINE CHINA

Translucent—superbly finished china with lustrous glaze—high-fired for durability and lasting loveliness. Enjoy the prestige and superior quality of fine china at modest cost. Select the pattern of your choice from the cherished mellowness of traditional Baroque shaped patterns of **Petit Point, Gold Baroque** or **Platinum Baroque** enhanced with gently-contoured cylindrical holloware to complement any decor. All in a complete 93 pc service for 12 to meet every dining service need. **Shipped F.O.B Ill. or N. Y.**

93 PIECE SET COMPOSITION

SERVICE FOR 12. Ship wt 87 lbs. **12 EACH:** dinner plates, salad/dessert plates, bread and butter plates, soups, fruit dishes, tea cups, tea saucers, **1 EACH:** sugar and cover, creamer, sauce boat, oval baker, casserole and cover, medium platter and large platter

PETIT POINT

Graceful Rose-Pink garland border with taupe scroll-work. Gleaming Platinum trim. Baroque shape.

	Sugg. Retail
6113XF10500—93 Pc. Set	$157.50

Homer Laughlin Semi-Porcelain Dinnerware

Homer Laughlin — American Made Casual Semi-Porcelain Dinnerware in exciting patterns **Silver Swirl, Maplewood** and **Romance** for great casual dining enjoyment. Available in 32, 45, and 57 Pc Sets. Shipped F.O.B. West Virginia Factory.

SILVER SWIRL. Swirl Victorian shape. Bone White glaze. Richly decorated with 22K Platinum.

	Sugg. Retail
6161XF1325—32 Pc. Set	$19.95
6162XF2190—45 Pc. Set	32.95
6163XF2797—57 Pc. Set	41.95

HOMER LAUGHLIN

32-Pc. Set—Service for 6. Ship wt 22 lbs. Six each: Cups, Saucers, Salads, Dinner Plates, Fruits/Desserts. One each: Round Vegetable Platter

MAPLEWOOD: Dominant Butterscotch Burnt Orange) with White. Alternate Brown and Butterscotch Maple leaves on border of plates.

	Sugg. Retail
6170XF1440—32 Pc. Set	$21.95
6086XF2386—45 Pc. Set	32.95
6086XF2795—57 Pc. Set	41.95

SET COMPOSITIONS

45-Pc. Set—Service for 8. Ship wt 38 lbs. Eight each: Cups, Saucers, Salads, Dinner Plates, Cereal/Soups. One each: Round Vegetable, Platter, Covered Sugar and Creamer

ROMANCE Full Turquoise rim band is background for border of dainty and delicate pastel leaves and Pink buds. Pieces are edged in Platinum.

	Sugg. Retail
6385XF1980—32 Pc. Set	$29.95
6386XF3340—45 Pc. Set	49.95
6387XF4250—57 Pc. Set	62.85

OPEN STOCK AVAILABLE

57-Pc Set—Service for 8. Ship wt approx 45 lbs. All pieces in 45-Pc. set plus **Eight Fruits/Desserts** and **One each** covered Coffee Server, Salt and Pepper

Additions To Sets Available On Special Order—$10.00 Minimum

Gold Regent

Runnymede

Old English Oak

Burgundy

Royal Stafford China

FAMOUS ENGLISH BONE CHINA

Lovely Bone China from the world renowned Traditional Home of Pottery, Thomas Poole and Sons of Longton in England. Patterns with an immense appeal for the discerning hostess. A graceful status symbol. For proud ownership, select the pattern of your choice from the lovely *Gold Regent, Runnymede, Old English Oak* or *Burgundy* offered on this page to suit your decor. *Shipped F.O.B. New York Warehouse.*

SET COMPOSITIONS

Shipped F.O.B. N. Y. Warehouse

5-PC. PLACE SETTING—SERVICE FOR 1. 1 EACH: Cup, Saucer, Dinner Plate, Salad Plate, Bread and Butter Plate. Ship. wt. approx. 6½ lbs.
20-PC. SERVICE FOR 4. Same as above except 4 each Ship. wt. approx. 25 lbs
40-PC. SERVICE FOR 8. Same as above except 8 each Ship. wt. 52 lbs
60-PC. SERVICE FOR 12. Same as above except 12 each Ship wt. 78 lbs.
6-PC. SERVING SET. 1 EACH: 1½ Pt Tea Pot, Sugar, Sugar Cover, Creamer, Platter, Oval Veg. Ship wt. approx. 9 lbs.
Additional Open Stock pieces Available on Special Order—Write for Prices and Delivery.

Gold Regent

ROYAL STAFFORD BONE CHINA MADE IN ENGLAND

Reminiscent of periwigs and crinolines, rich food and gracious living, Gold Regent speaks of the lavish Regency era with gleaming Burnished Gold on Pure White Bone China. Elegance personified.

		Sugg. Retail
6323XF1998	—5-Pc. Place Setting Service for 1. . .	$ 39.95
6324XF7975	—20-Pc. Service for 4.	159.50
6325XF15975	—40-Pc. Service for 8	319.50
6326XF23948	—60-Pc Service for 12	478.95
6327XF7075	—6-Pc. Serving Set.	141.50

Runnymede

ROYAL STAFFORD BONE CHINA MADE IN ENGLAND

Named after the historical site where the Magna Carta was signed Tranquil in design Misty Grey and Azure Blue on White. Classical in manner and appeal.

		Sugg. Retail
6328XF798	—5-Pc Place Setting Service for 1.	$ 15.95
6329XF3225	—20-Pc Service for 4	64.50
6330XF6475	—40-Pc Service for 8.	129.50
6331XF9698	—60-Pc Service for 12.	193.95
6332XF2825	—6-Pc Serving Set.	56.50

Old English Oak

ROYAL STAFFORD BONE CHINA MADE IN ENGLAND

The Oak Tree—symbol of all that is best in England A symbol of strength and value embossed forever on Pure White English Bone China embellished with gold

		Sugg. Retail
6333XF1275	—5-Pc. Place Setting Service for 1.	$ 25.50
6334XF5048	—20-Pc. Service for 4.	100.95
6335XF10125	—40-Pc Service for 8.	202.50
6336XF15175	—60-Pc. Service for 12.	303.50
6337XF4448	—6-Pc Serving Set.	88.95

Burgundy

ROYAL STAFFORD BONE CHINA MADE IN ENGLAND

Ruby and Gold vibrant and glowing to make your table a conversation piece. Rich as the wine whose name it bears. A regal design to enhance good food

		Sugg. Retail
6338XF1025	—5-Pc. Place Setting Service for 1.	$ 20.50
6339XF4125	—20-Pc. Service for 4.	82.50
6340XF8225	—40-Pc. Service for 8.	164.50
6341XF12325	—60-Pc. Service for 12.	246.50
6342XF3575	—6-Pc. Serving Set.	71.50

Both the Sea-Horse 115 and 85 deliver high excitement in a sleek, low profile. Their efficient V-4 powerheads combine quick acceleration with the kind of staying power you could only get from a Johnson. Underneath our low-down lids, you'll find solid state Power/Pulse ignition and a pair of two barrel carbs. Underwater, our V's feature a low-drag, one-piece gearcase. And at the business end of all this go-power, you can now match the prop to your boat with a choice of 6 standard propellers and 3 optional high performance bronze wheels. To give you full play over all this power and performance, the 115 and 85 both feature Johnson's exclusive Hydro-Electric power shifting. Our all new remote control combines both shift and throttle in a single lever. Big power. Low silhouettes. Customizing prop choices. Smooth, sure control. More reasons than ever why Johnson is the way to go. And go. And go.

See all 15 new 1970 models, from 115 hp to 1½ hp, ready to go right now at your dealer. Or write for a free catalog. Johnson Motors, Waukegan, Ill. 60085, Dept. MB-71.

For 24 months after purchase, Johnson Motors will replace or repair without cost to the original purchaser any part of its manufacture which, upon inspection, proves to have failed in normal pleasure use due to faulty material or workmanship.

Johnson
is the way to go!

FIRST IN DEPENDABILITY • Div Outboard Marine Corporation

JULES JURGENSEN

Chronometer and Watchmaker

New and distinctive timepieces in the great tradition of superlative craftsmanship and flawless design. Honored by Royalty, prized possessions of museums around the world, these are truly watches without parallel.

ALL WATCHES ARE BEAUTIFULLY GIFT BOXED. SHPG. WT. ½ LB. EACH

All Jules Jurgensen automatic watches are equipped with the world's exclusive Exactomatic golden rotor [illegible]

All Jules Jurgensen watches have precision Swiss movements

MIMI. 10 karat gold filled marquise shaped case with faceted crystal. Adjustable 10 karat gold filled tapered bracelet

04A 12937 ..... Retail $78.90 ..Only $46.40
04A 12945 (Same as above except in 10 Karat white gold filled) ..... .Retail $79.90 Only $46.40

DIAMOND AZALIA. Beautifully styled 14 karat fine-grained white gold case set with 4 brilliant diamonds. Matching gold filled bracelet

04A-13178 .... Retail $150.00 Only $77.90
04A-12953 (Same as above except in 14 Karat yellow gold) .... Retail $150.00 ...Only $77.90

ALLURE. A dainty baguette shape 14 karat gold case with elliptical dial. Matching 10 karat gold filled self-adjustable mesh bracelet

04A 12981 .... Retail $135.00 Only $70.90
04A 12988 Same as above except in 14 Karat white gold) .... .Retail $135.00 Only $70.90

DIAMOND ADRIENNE. Stunning 14 karat white gold case. 8 beautiful diamonds. Faceted crystal. Matching 10 karat gold filled bracelet

04A-12996 .... .Retail $185.00 Only $96.90
04A 13003 (Same as above except in 14 Karat yellow gold) ..... .Retail $185.00 Only $96.90

AUTOMATIC CASSELL. Day and date. 18 karat yellow gold case. Self-winding, sweep second hand. Window shows day and date automatically. Genuine lizard strap

04A 13011 . . . Retail $195.00 Only $102.90

AUTOMATIC SEABROOKE. Self winding with calendar dial. Highly functional. Sweep second hand and stainless steel case. Genuine lizard strap

04A-13038 . . . Retail $105.00 . Only $52.95

JOBE. Modern design. Combined Florentine bezel with round dial. 10 karat gold filled case and attached 10 karat gold filled self-adjustable mesh band, constructed to fit any size wrist.

04A-13054 . . . Retail $130.00 Only $67.90
04A 13046 (Same as above except in 10 Karat white gold filled) .. Retail $130.00 Only $67.90

AUTOMATIC GAINS. Self-winding, easy-to-read calendar with sweep second hand. Super-thin 14 karat gold beauty. Smart lizard strap

04A-13062 . . . Retail $185.00 Only $96.90

ONEIDA. A great dress watch. Lustrous 14 karat yellow gold case. Masculine and handsome. Genuine lizard strap

04A-13070 . . . Retail $180.00 Only $94.90

ABBOT. A slim handsome watch in gleaming 14 karat yellow gold. Stick dial. Small second hand. Always in style. Genuine alligator strap

04A 13089 . . . Retail $130.00 Only $66.45
04A 13097 (Same as above in 14 Karat white gold with stick dial) .. .Retail $130.00 Only $66.45

GOLDEN GRANT. (As above in 14 Karat yellow gold with full Arabic dial)

04A-13100 . . . Retail $130.00 Only $66.45

WEBSTER. Handsome 14 karat yellow gold case with matching 14 karat gold bracelet. Yellow gold Florentine dial

04A 13127 . . . Retail $550.00 Only $295.00
04A-13135 (Same as above except in 14 Karat white gold) .. . . . Retail $550.00 Only $295.00

DIAMOND BARLOW. 12 diamonds on dial add richness to this masculine beauty. 14 karat white gold case in two tone Florentine finish

04A-13143 .Retail $250.00 .Only $128.00
04A-13151 Same as above except in 14 Karat yellow gold) Retail $250.00 Only $128.00

The new American Heritage Dictionary defines a cruiser as "a large motorboat whose cabin is equipped with living facilities." Today's normal living facilities comprise many things, including ample electric power and running water for washing and showers. The same source defines a cruise as "a sea voyage for pleasure." Some people find pleasure in roughing it, but most of us prefer to enjoy the voyage, rather than the work it entails.

Westerbeke helps you enjoy most of the modern living facilities afloat. Dependable electric power for cabin, deck and navigation appliances from Westerbeke WPDS marine diesel generator sets makes life easier. These sets are quiet, smooth-running and start instantly. They're built to perform right up to their rated load. Their frequency and voltage are closely regulated, so that a 0-100% or 100%-0 instantaneous load change causes very little fluctuation. Such regulation protects your delicate electronic equipment from a surge which could damage it. Westerbeke generators are available in 10, 12.5, 15, and 30 kw; 50 or 60 cycles, and 120 or 120/240 VAC. Although they are quiet and smooth-running, they may be further quieted by acoustically isolating them in our SOUND ENCLOSURE.

Another essential to modern comfort afloat is water. Westerbeke's SEA-STILL can make up to eight gallons per hour of safe, good-tasting fresh water from salt or polluted water — enough for several showers a day. Using the waste heat from any engine with a closed circuit cooling system, SEA-STILL will make some water at any engine speed, in proportion to the amount of horsepower developed. It operates completely automatically and requires only seasonal maintenance. It can be connected to the main engine, an auxiliary generator set, or, for extra water production, to both. It is lightweight and compact and can be installed anywhere in the boat above the waterline, so that many smaller boats can use SEA-STILL.

Although SEA-STILL may be used with any fresh water cooled engine, for easiest installation and maximum satisfaction we recommend one of our WPDS diesel generator sets. With ample electricity for your appliances and plenty of water for showers and washing, your boat can be independent from shore for longer periods. You won't pass up as many isolated anchorages. Indeed, your boat will be a complete cruiser, even though it is much smaller than the one shown above.

J. H. WESTERBEKE CORP.

(617) 282-9124 — 33 TENEAN STREET, BOSTON, MASSACHUSETTS 02122

Kenner Suwanee

You cruise, you explore, you fish, you sight-see, you entertain, you bask in the sun. You live a different, leisurely and exciting life — all on the decks of your own delightful home on the water.

That's houseboating. And you find it at its luxurious best in Kenner Suwanee fiberglass boats like the 62' Aftdeck model above, or her smaller sisters the Kenner Suwanee 35' or Suwanee 47' Aftdeck or Tricabin models. All hand finished, hardwood cabinetry and trim. A complete modern galley. Sleeping comfort and privacy for six Unbelievable room. Speeds from 20 mph for the Suwanee 62 to over 30 mph for the 35' and 47' models

Write for complete information on any or all of the Kenner Suwanee Houseboats.

KENNER BOAT COMPANY
A division of A. J. Industries
Dept. 112 Knoxville, Arkansas 72845

SIFO HARDWOOD KITCHEN APPLIANCES. Sturdily constructed of **select maple hardwoods**, for years of play value. Clear, non-toxic lacquer natural finish. Stove has 4 "burners" with control knobs that turn, plus storage. Cupboard has chrome hinges, magnetic catches and roomy storage area below. Refrigerator simulates 2-door model freezer/refrigerator. All pieces quality built—for **years** of play. **Not mail-able.

STOVE. 12¼x23x24" high. Wt. 36 lbs.
79A-12323 ..... Retail $44.00 ..... Only **$34.95**

CUPBOARD. 14x23x40" high. Wt. 38 lbs.
79A-12331 ..... Retail $48.00 ..... Only **$31.95**

REFRIGERATOR. 12½x18x36" high. Wt. 43 lbs.
79A-12358 ..... Retail $48.00 ..... Only **$36.95**

"KOOKY KAKES." An incredible Edible by **Mattel.** In just 5 minutes, child bakes monsteroops, hurderoops, catseroops and dogs roops and then eats them. Includes the safe Makery Bakery baking unit, 12 packets of chocolate and vanilla Kakeroop, frosting, baking pans, mixing bowls and spoons, animal, bird and human limbs. Wt. 5 lbs.

79A-11728 ...Ret. $14.00 Only **$8.95**

"KAKEROOP" REFILL FOR ABOVE. Assorted chocolate and vanilla cake mixes, plus frosting. Wt. 1 lb.

79A-11807 ..Retail $1.25. Only **88¢**

"JUNIOR CHEF" 67-PC. BAKE MIX SET. A cupboardful of delicious baking mixes and utensils, for girls of all ages. 36 assorted cake, frosting, decorator, cookie, biscuit, pie, pudding and brownie mixes, plus 31 assorted utensils, cake, pie and bread pans, cookie sheets, cookie cutters, rolling pin, measuring spoons and bowls, pudding bowls and even two fortune cookie sayings, plus a cook book. Wt. set 5 lbs.
79A-11936 ..... Retail $10.00 ..... Only **$8.79**

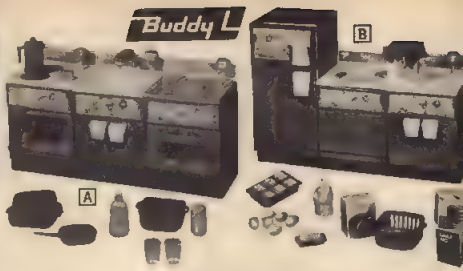
30-PC. SET. As above, with 22 assorted food mixes, 14 utensils and cook book. Wt. 3 lbs.
79A-11584 ..... Retail $5.00 ..... Only **$3.89**

KENNER'S "EASY BAKE OVEN" WITH CORN POPPER. Children do real baking, easily and safely. Complete with corn popper. Comes with 12 different cake mixes, plus 3 bags of popcorn, pretzel mix and caramel syrup. Oven has many safety features—works on 2 ordinary light bulbs (not included). Completely enclosed oven, no door to open. Child inserts slide-through baking pans, which have insulated ends. Child can bake and eat Devils Food Cake, White Cake, Brownies, Cookies, Apple Pie and many others. Accessories include measuring spoon, spatula, rolling pin, bowl and recipe book. Oven size 6¾x13¼x12⅝". Wt. 9 lbs.

79A-10189 Retail $20.00 ..Only **$13.99**

**Sh p by truck or express.

Buddy L



A BUDDY L 18-PC. RANGE/SINK/DISHWASHER SET. Made of heavy gauge steel, so you know it's just and last. Each appliance has an operation feature built in. Range-Rotisserie works by push button control; both sink and dishwasher recirculate water by push-button pump action. Accessories include 2-pc coffee pot (trypan, roasting pan with cover, "Turkey" for range, liquid soap for sink, powdered cleanser can and dish pan, 2 plates 2 tumblers for dishwasher. Colorfully decorated in floral motif. 3¾x6x12⅝" wide.
Only **$6.88**
79A-12382. Retail $11.00. Wt. 5 lbs. .....

B BUDDY L 25-PC. REFRIGERATOR/WASHING MACHINE AND APPLIANCE SET. Ruggedly built of auto-gauge steel, with action features built right in. Refrigerator/freezer has magnetic door latches, slide out fruit and vegetable bins, swing out shelf door storage. washing machine actually agitates, has push-button controlled recirculating water pump. Appliance center has "plug in" push-button controlled mixer with bowl, 22-pc. accessory sets, toy boxes, eggs, ice cubes, butter, etc. Size, 9¾x8x12" wide.
Only **$8.88**
79A-12380. Retail $11.00. Wt. 5 lbs. .....

Realistic Toys for Little Homemakers

C 28-PC. "GOOD MORNING" BREAKFAST SET. A sunny way to start the day. Plastic and metal tea set includes 4 each metal plates and saucers, 4 plastic cups, a creamer and sugar, plastic flatware set for 4, plastic fruitbowl including fruit, a metal toaster, and the carton it comes in is a handsome hutch. Beautifully decorated. Wt. set 3 lbs.
79A-12374. Retail $5.00 ..... Only **$3.75**

D Now, young homemakers can have their own completely equipped efficiency kitchen that does many of the things Mother's real appliances do. The **Double Oven Range** has control knobs that turn, double oven has see-thru window. The **Sink** has running water from a built-in reservoir and a swivel faucet that turns on and off. The **Two-Door Refrigerator** has a separate freezer compartment, and shelves inside the door. The **Cabinet** has see-thru sliding doors above, storage space below. All pieces of heavy steel construction . . . will last for years. Modern avocado baked enamel finish with bright plate trim. Assembly is simple . . . all pieces snap together.

BUY ALL FOUR PIECES AND SAVE $2.00
C79A-11440 . Retail $58.90. Wt. 69 lbs. ..... Only **$48.70**

DOUBLE OVEN RANGE. 15x18x36" high. Wt. 17 lbs.
79A-11409... Retail $15.95 ..... Only **$11.49**

DOUBLE BASIN SINK. 15x18x28" high. Wt. 14 lbs.
79A-11418. Retail $13.95 ..... Only **$8.78**

REFRIGERATOR. 15x18x36" high. Wt. 21 lbs.
79A-11424. Retail $15.95 ..... Only **$11.29**

SEE-THRU CABINET. 15x18x36" high. Wt. 17 lbs.
79A-11432. .. Retail $15.95 ..... Only **$11.25**

E 23-PC. DINNER SET WITH WOOD HUTCH. Real glazed china, not plastic, with attractive floral pattern and gold trim. Include 6 each tea cups, saucers and dinner plates, one each teapot, cover sugar bowl with cover, and creamer. Wood hutch in natural finish measures 29x4¼x13" high, has 3 open shelves and 2 doors with brass hinges, plus 6 brass cup hangers. Entire unit can be hung on wall. Wt. 5 lbs.
79A-10481.. Retail $5.90 ..... Only **$3.95**

F ATHENA 59-PC. TEA PARTY SET. Everything she needs to entertain her young friends in style. Plastic, with beautifully decorated plates. Includes service for six: 6 ea. plates, saucers, cups, knives, forks, spoons, place mats and name cards, plus 1 sugar bowl and cover, 1 tea pot and cover, 1 creamer, and 6 goblets. Wt. 2 lbs.
Only **$2.78**
79A-12388.....Retail $3.95 .....

G "CORNINGWARE" 49-PC. "CORNFLOWER" DISH AND UTENSIL SET. Has the same lovely Cornflower pattern as Mother's set. Tough, easy to clean plastic set includes plates, cups, saucers, skillet, pots and pans, knives, forks, spoons, a Dutch Oven, and 4-pc. Tea and Coffee service for 4. Wt. set 4 lbs.
Only **$3.85**
79A-11508..... Retail $6.00 .....

H RANGE/SINK/REFRIGERATOR COMBINATION SET. Super-sized kitchen to thrill any young Miss. The Range/Sink combination has knobs that turn "burners" "on and off"; oven door has plastic see-thru window, sink has a plastic "faucet" pump for recirculating water action, matching refrigerator has a freezer compartment. Rugged fiberboard construction with doors that swing on wood dowels; range/sink has plastic counter top. Pink, with red and black trim. Combined size, 12x46½x42" high. Also included, a 43-pc. play food and tea set. Wt. 13 lbs.
Only **$9.95**
79A-11483. Retail $14.95 .....

A KENNER'S "EASY CURL" HAIR SETTING KIT. Let her set her own hair to the exact style she wants. Quick, easy and completely safe. Just roll the hair, snap on clip, and hair is set in 10 minutes. No muss, no fuss, no water to spill, no waiting under dryer. Rollers warm in specially designed Roller-Warmer that operates on a single 60-watt bulb (not included). Includes 8 wax-filled rollers, 8 clips, Roller-Warmer, drawstring storage bag and Hair Care Styling Booklet. Wt. 3 lbs.

79A-12129 Retail $9.00 ..... Only **$5.98**

B "LITTLE HOSTESS" VANITY SET. Her very own vanity, hassock and treasury of cosmetics. The vanity, quality molded of ivory plastic, is 24" wide, 22" high and 11" deep, comes with flip-up mirror and complete assortment of Tussy Cosmetics, such as bubble bath, toilet water, hand lotion, lipstick, After Bath powder, nail polish, and 2 bars of soap. Matching 12½" hassock has its own interior storage compartment. Wt. 6 lbs.

79A-12283 Retail $14.00 ..... Only **$9.95**

C WALK IN PLAYHOUSE. Over five feet tall, and it's big enough for a junior sized family of four. Made of sturdy corrugated fiberboard that goes together in minutes, with exclusive interlocking assembly. Decorated in beautiful Pennsylvania Dutch design in red, blue, black and yellow on white. Windows on three sides and a door opening. Size, 48x45x62" high. Wt. 15 lbs.

79A-12102 Retail $9.98 ..... Only **$6.88**

D COLONIAL DOLL HOUSE. A beautiful two-story house, in Real Cape Cod styling. Six rooms on two floors, and all of them filled with play furniture. And there's even a family: Mom, Dad and two children. Sun porch with canopy and furniture. Beautifully colored, all metal construction. Size, 25x15x9" deep. Wt. 8 lbs.

79A-12096 Retail $8.00 ..... Only **$4.85**

E SPLIT LEVEL DOLL HOUSE. Styled just like a real modern suburban home. Seven spacious rooms, on 3 different levels, all filled with brightly colored plastic furniture. Includes living room, dining room, bedroom, nursery, kitchen, bath and utility room. There's even a swimming pool outside. All metal, beautifully colored. Measures 29½x16½x14" high.

79A-12072 Retail $12.00. Wt. 12 lbs. ..... Only **$8.98**

F MUSICAL JEWELRY BOX WITH BALLERINA AND DOLL. Lift the lid and a pretty ballerina pops up and dances to a lovely tune, in front of a triangular mirror. Bendee doll sits on top of box. All wood, covered in white simulated leather in a cheerful multi-colored design. Rayon satin lining, brass finish snap closure. 6x3¾x4½". Wt. 1 lb.

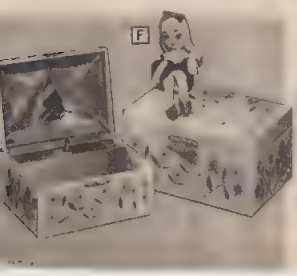
79A-11619 Retail $4.00 ..... Only **$2.79**

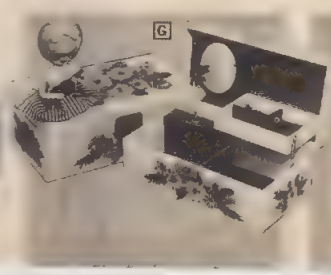
G NEW DELUXE MUSIC BOX. Love y ballerina doll dances to music in front of the oval mirror every time box is opened. Tray with four compartments lifts up with lid for easy access to storage area below. All wood box with rayon satin and velour lining. Large teen-age bendee doll snaps on top of box. 9 x 4⅞ x 3½". Wt. 2 lbs.

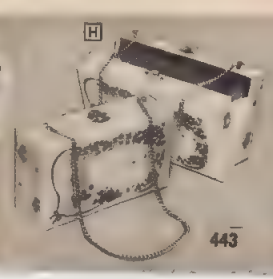
79A-12269 Retail $6.00 ..... Only **$4.68**

H MUSICAL PURSE. Plays a pretty tune when your little girl opens the purse. Wood, covered in embossed white simulated leather with multi-colored floral design. Lined in rayon satin. Brass finished lock and chain shoulder strap. Size, 2¾x9x7" long. Wt. 1 lb.

79A-12315 Retail $5.00 ..... Only **$3.45**





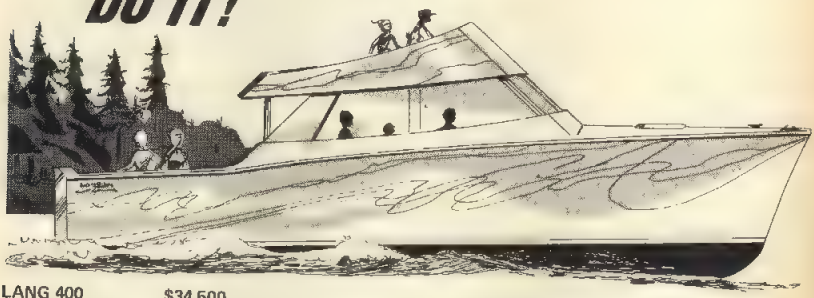


HOW?

1 Sell Slow Stocks
2 Don't Buy Third Car
3 Close Summer Home
4 Cancel Vacation
Save
5 Take Banker to Lunch

$3,000 ---------- (Saving?)
1,000 ---------- (Down)
3,500 ---------- (Save)
2,000 ---------- (Hard Cash - "Gone!")
9,500 ---------- (Put Down)
25,000 ---------- (7 Years)
$34,500

DO IT!



LANG 400 **$34,500**
Twin 300 hp. 33 mph @ 20,600 lbs.

The World's Finest Ocean Going Fiberglass Yachts.

Call **NOW** *For Demonstration Appointment.*

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VIRGIN ISLANDS
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St. Thomas, V.I.

39 Mechanic Street
Rockland, Maine 04841
Area Code 207 596-6416

LANG Yachts

Don't let looks fool you.

Larson's new Shark Camper will get the whole family up on skis. And keep them there. All day.

She'll power out with speed to spare. Or just putter along, lazily and leisurely.

Shark will take you right into the middle of those hidden fishing nooks—where you can drop lines from all four sides.

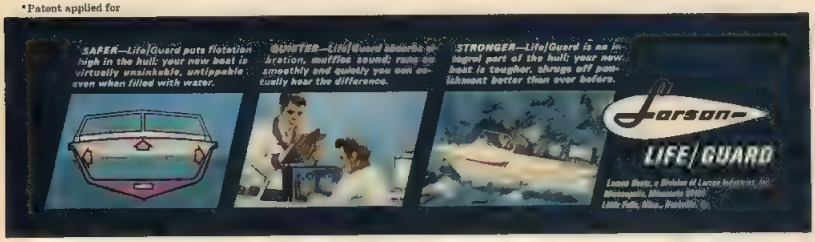
She'll go anywhere, anytime, in any kind of water. Shark's tough tri-hull softens the roughest rills . . . *quietly*, thanks to Life/Guard.

And, when day's done, just pop up Shark's top and she's a cozy comfortable cabin with lots of room. Complete with galley and dinette, if you like.

The '70 Sharks are available in standard models, too—from 14 to 18 feet, outboards and comboards. At prices much less than you'd expect for boats that offer so much. (Such as Larson's "unextras" including Life/Guard Construction.*)

If you're going to discover the great outdoors this year, do it *close up*... in a Larson Shark Camper, the hot new ski boat that sleeps four.

*Patent applied for


SAFER—Life/Guard puts flotation high in the hull: your new boat is virtually unsinkable, unliftable even when filled with water.
QUIETER—Life/Guard absorbs vibration, muffles sound: runs so smoothly and quietly you can actually hear the difference.
STRONGER—Life/Guard is an integral part of the hull: your new boat is tougher, shrugs off punishment better than ever before.
Larson
LIFE/GUARD

Larson Dealers' Boat Show Deal:

One for the money, Two feet for the show!

Buy now and get up to two extra feet—free!

Put down next summer's boat money now and your Larson dealer will give you the next bigger size in the same model. For example, you can buy our 18' Shark for the price of the 16-footer shown above. Similar "extra foot" deals, or a deluxe model for the price of the same-size standard, are available on all 1970 Larsons.

Don't wait—next summer these boats will move fast at regular prices. But if you'll move right now, your dealer will really deal. Because he wants your business now, before his busy season. He'll hold your "extra foot" boat until you want it.

Best time to trade too—If you have a boat you'd like to trade, do it now. It's worth more to your dealer now because he'll have time to get it ready *before* his busy season.

Larson is your best buy—Larson is the world's largest manufacturer of fibreglass runabouts. We became that big by giving you more boat for your money (even at *regular* prices). A Larson holds its value better than less popular boats so it will be worth more when you trade. And almost anywhere you take your Larson, you'll find a Larson dealer—a well-qualified boat and motor expert—to help you.

Hurry! "Two feet for the show" ends when the boat-selling season starts.

Larson—LIFE/GUARD

Larson Boats, a Division of Larson Industries, Inc.
Minneapolis, Minnesota 55436 • Little Falls, Minn., Nashville, Ga.

NOTE Offer is good only at participating dealers and is subject to individual dealer's pricing.

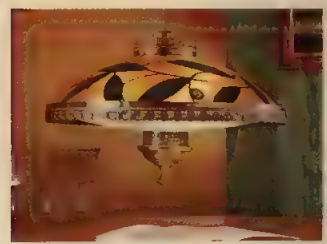
SILVER-CHROME-CHANDELIER

9377EE7762—Beautifully designed, highly polished silver-chrome, contrasts dramatically with black in this modern, yet authentic design. Italian spirit is vibrantly enhanced by the smoked glass globes that blend delicately with the fine detailing of long forgotten crafts manship. Spread 24", Height 18", Length to 42" Ship wt. 15 lbs
Sugg. Retail $114.95

CHANDELIER AND MATCHING WALL FIXTURE

9379EE2372—**Chandelier.** Ancient skills are stunningly renewed in this masterwork Cascading crystal prisms reflect delicate craftsmanship and magnificent detail in this stately cast Spanish bronze chandelier Imported clear cut lead crystal glisten from five radiant white candles. Spread 19", Heighth 19", Length to 36" Ship wt 19 lbs.
Sugg Retail $49.95

9378EE1382—**Wall Fixture.** Dazzling Spanish bronze wall fixture matches above chandelier styling Clear cut lead crystal glistens from two white candles Width 9", Height 11", Extends 9". Ship. wt. 6 lbs.
Sugg Retail $17.50

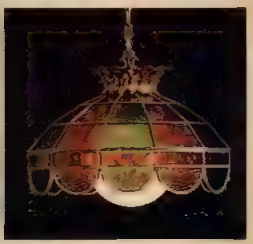


Pulldown Tiffany Styled Fixture

9323EE2469—Colorful pulldown recalls the charm of Victorian decor. Green and black leaf design on amber-gold textured glass Lace galleries and trim finished in antique brass White bent glass diffuser 3-way switch. Adjusts from 23" to 51". Dia. 17". Up to 3-75W Ship wt 13 lbs.
Sugg. Retail $40.95

9380EE4736—**Ceiling Lantern** The character of rugged wrought iron has been faithfully re-created Vigorous openwork scrolls reveal the mastery of this antique lantern Light glows through panes of light amber glass accented with red. Dia 9", Height 20", Length to 47" Ship wt 39 lbs
Sugg Retail $70.95

9381EE2437—**Tiffany Styled Fixture.** Carry the charm of this beautiful pendant into halls, entrance-ways and room corners with glowing beauty from rich panels of red and champagne Dia 9", Height 12", Length to 62" Ship wt 6 lbs.
Sugg Retail $33.95



Tiffany-Inspired Fixture

9383EE7392—Tiffany styled and hand-crafted from the finest cathedral glass and leaded in the original manner Vari-colored green and amber glass is illuminated by a white oval globe to reveal panels utmost lustre Burnished brass crown Dia 19", Height 13". Ship wt. 22 lbs
Sugg. Retail $109.50

Country Manor Chandelier

9383EE3068—The warmth and elegance expressed in the smoked glass of this traditional Country Manor chandelier lends a serene mood for dining Lustrous diamond optic glass recalls English smoked chimneys and dimly lighted rooms Burnished brass finished arms and key wink turners enhance the distressed wood center spindle Spread 28", Ht. 16½", Length to 49" Ship. wt 19 lbs.
Sugg Retail $119 50

Ceiling Fixture

9334EE1617 — Brighten rooms and hallways with attractive Country Manor ceiling fixture Smoked glass globe with brass finish, matches 9383EE3068 Chandelier Width 11", Height 14½" Ship. wt. 3 lbs **Sugg Retail $24 95**

9386EE1850—**The Royal Fixture** a new world of beauty with the masterpiece provocative Lava Lite. Adds decor and beauty to any room 5½" wall nut base Lava colors green base, blue motif Ht 14¾" tall. Ship. wt 6 lbs
Sugg Retail $29.95

9387EE1850 — **The Decorator** Beauty plus versatility, truly a home-maker's delight Suits any decor mood or party occasion. Lava colors—red base, clear liquid White porcelain base, Ht 16½". Dia. 9½" (Planting shown not included.) Ship wt. 9 lbs
Sugg. Retail $29.95

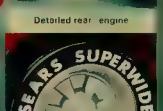
Antique-Bronze Chandelier

9382EE6747—A unique blending of old and new worlds The tasteful charm of robust bronzework creates the beauty of this contemporary Chandelier Hand-hammered framework designed by leading designers and architects This eclectic styling is an ideal mix-and-match chandelier Spread 21", Ht. 12", Length to 44" Ship. wt 15 lbs.
Sugg Retail $98.95

Dimmer ▶

9328EE822 Compact 500-watt dimmer Continuous dimmings from full brightness to less than 1% Small size simplifies installation in crowded switch boxes 3-year warranty Listed by U.L. Built-in "on-off" switch 120-volt, 60-cycle Face plate not included Ship wt. 5 oz.
Sugg Retail $10.95

Detailed rear engine



Super-wide racing slicks

LECTRA II DUNE BUG $28.87

Move out at 2 mph on the extra-wide tires or push the stick-shift into reverse

With its bright new styling and realistic details, this built-for-action dune bug is in a class by itself. Steers like a real car with stick-shift forward and reverse lever and deep-dish steering wheel. Just step on the accelerator and go. Sleek and sporty plastic body has simulated "headlights" and molded plastic tires. Rugged 31x16x9-in. high chassis supports up to 150 lbs. Rechargeable 6-volt battery is secured under the seat. UL listed recharger, 110–120-v. 60-c. AC. Runs for hours on one charge. Partly assembled. *See Shpg. Note below.*

79 N 86501N—Shipping weight 16 pounds. $28.87

Battery and Recharger included with every car on this page. Plug into wall socket overnight, then take off. Sears guarantees this battery 6 months against electrical failure, or return for free replacement.

Rechargeable-battery LECTRA SERIES

All 3 vehicles made for Sears by ELDON® with battery and recharger included

Raise up on the rear wheel for dramatic "wheelies"

LECTRA III POWER BIKE

With forward-reverse shift, simulated headlight and wide tires

$31.87

Hop on the simulated leather seat, press the accelerator and breeze along at about 2 mph. . . this flashy bike rides as great as it looks. Gleaming chrome-plated handlebars and sissy bar highlight the hot lime finish. The 29¼x18¼x20¼-in. high plastic body is rugged hi-impact plastic, supports up to 150 lbs. Molded plastic knobby tires. Rechargeable 6-v. battery and UL listed 110–120-v 60-cycle AC recharger included. Runs for hours on one charge. Power bike comes partly assembled. *See Shpg. Note at left.*

79 N 86502N—Shipping weight 16 pounds. $31.87

Super Power® Replacement Battery . . . fits all Sears Lectra cars and all Eldon Poweride cars. Only at Sears is this 6-volt rechargeable battery guaranteed for 6 months against electrical failure, or return for free replacement.

Shipping weight 4 pounds.

79 N 86504N $7.99

LECTRA IV SCREAMER DRAGSTER

Step on the "hot foot" footrests, go forward or reverse or raise up for wild "wheelies"

$36.87

Go ahead . . . up to 2 mph . . . on this sensational screamer dragster. The way-out styling with wacky footrests will delight any young racer. This 31x16¼x13¾-in. high dragster is fully equipped with a deep-dish steering wheel, realistically-detailed "engine" . . . even an air scoop. Super-wide tires are molded plastic. Tough hi-impact plastic body supports up to 150 lbs. Rechargeable 6-v. battery and UL listed 110–120-v 60-cycle AC recharger incl. Runs for hours on one charge. Partly assembled.

79 N 86503N—*See Shpg. Note.* Shpg. wt. 16 lbs. $36.87

SHIPPING NOTE: All items on this page sent freight (rail or truck) or express

Fine Quality Toys

WITH REAL SMOKE

REMCO

7081T883—Tru-Smoke Diesel Smoking Dump Truck. Harmless but very real-looking smoke comes from shiny diesel exhaust stack as dump truck cruises across the floor, powered by its own elec. motor. Steering wheel and dumper manually operated. Made of plastic, metal and paper. Operates on 4 "D" batteries (not included). Size: 12¼" long, 6" high, 6¾" wide. Ship wt. 3 lbs. Retail $16.95

REMCO

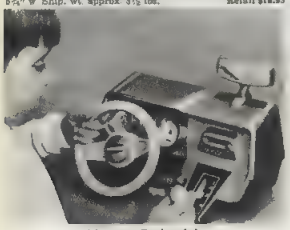
7088T1335—Amazingly real facsimile of a cockpit, enables two children to feel like they are flying their own Four Engine Jet. They hear the engines and the jet roar. Other features: air speed indicator, dual control wheel, working altimeter, turn and bank indicator, marker compass, switch to autopilot for cruising, lower air speed and altitude for landing. Includes two sets of headphones with boom microphones, flight charts and pilot check list. Intercom headsets connect pilot and co-pilot. Cockpit measures: 37¾"l x 11⅜"h x 9⅜"d. Constructed of plastic and metal. Operates on 2 "D" batteries (not included). Ship wt. approx. 4½ lbs. Retail $23.95

7089T440—Kenner's Super Spirograph is a simple way to draw a million marvelous patterns plus big designs in different shapes. Anyone can draw patterns immediately. Set contains: 18 wheels, 2 rings, 2 racks, 16 curved ring sections, 8 straight bars, 1 pen, 6 pencils, super square, 4 colors of ball point pens, spacer pen, fitted storage tray for parts, drawing paper and beanboard. 18 page full color illustrated design book with easy instructions. Ship wt approx 2 lb. Retail $5.95

WITH REAL SMOKE

REMCO

7093T883—Tru-Smoke Diesel Smoking Twin Wrecker. Emits harmless but real looking smoke from shiny diesel exhaust stack as wrecker cruises across the floor powered by its own electric motor. Dual booms move independently and are manually operated, as is the steering. Plastic, metal and paper construction. Operates on 4 "D" Batteries (not included). Size: 12¼" l. x 6" h. x 8¾" w. Ship. wt. approx. 3½ lbs. Retail $18.95

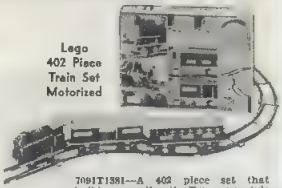


Mustang Dashmobile

6958T556—Slip behind the wheel, turn the key in the ignition, and listen to the deep-throated roar of the engine starting up. As the gears are shifted from first, into second then into high gear the battery operated power roar sound changes from a low growl to a deep roar. The Dashmobile comes equipped with a horn that honks and a rear view mirror. Operates on 2 "D" batteries (not included). Sugg. Retail $9.50

PAN AM DUAL CONTROL JET COCKPIT

Lego 402 Piece Train Set Motorized



7091T1381—A 402 piece set that builds an authentic European style train. Includes complete trackage, precision made motor with forward-off-reverse switch that operates with 3 type "C" batteries (not included). Complete building instructions included. Ship wt. approx. 3½ lbs. Retail $21.00

Hasbro

Mark IV Ford

7093T480—A car of the future. Realistic in every detail. Performs like a real car by going forward, reverse, left turn, right turn, or idle. Can be made to race out of the living room, turn through the kitchen and come back . . . just pick out the proper pre-programmed card with the exact number of turns, feed it into the car and away it goes, or make up your own tricks by cutting the blank cards. Includes six pre-programmed cards, twelve blank cards and six pylons. Operates on 2 "AA" batteries (not included). Ship wt approx 3¼ lbs. Retail $7.95

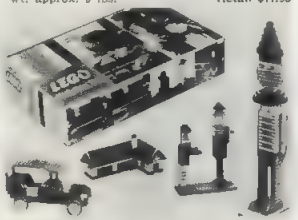
Hasbro MagicLite

7093T720—A fascinating new dimension in colored light. Children can create kaleidoscope patterns at the turn of the handle. Comes with completely assembled housing, electrical cord, roll of clear tape, printed pictures, flexible tubes, slide folder and cellophane sheets. Operates on a 25-watt bulb (not included). Ship wt. approx. 5 lbs. Retail $11.95

DELUXE TOOL BELT SET

6741T465—Boys love this repairman's holster. Extra heavy full grain cowhide embossed adjustable leather belt and buckle, embossed leather tool holster, saw and embossed leather scabbard. Alloy steel tools: hammer, tack hammer, scraper, slip joint pliers, screwdriver, square and flashlight. Ship wt 4 lbs. Mfr's. Sugg. Retail $6.95

6960T1065—Motorized Truck Set. Actually four great items in one. Build any of the 3 model maker trucks to be powered by the reversible power unit which is included. Models are self steering with doors that open and close, plus realistic dump truck and crane action. Ship wt 5 lbs. Sugg. Retail $15.95



6961T1360—Lego "Master Builder" Set. The ultimate in sophistication. Gears, wheels and enough accessory parts so any number of complex models may be built. Creative ability is brought out in the fun of making new models. Ship. wt. 7 lbs. Sugg. Retail $20.50

Retail Prices May Vary in Different Trading Areas

LUCIEN PICCARD PRESENTATION WATCHES

(A) Dynamic and handsome self-winding Seashark Automatique watch. Calendar model gives time, day and date automatically. 17 jewel Swiss movement. Water resistant,* shock resistant, anti-magnetic. Attractive Gold Filled bracelet

1000W1400—10K Yellow Gold Filled **Retail $190.00**

1001W9300 — Stainless Steel. **Retail $100.00**

(B) Sleek, masculine self-winding Seashark Automatique watch. 17 jewel Swiss movement. Water resistant,* shock resistant, anti-magnetic. Fine Alligator strap

1002W15000 — 14K Yellow Gold. **Ret. $250.00**

1003W10200 — 10K Yellow Gold Filled **$170.00**

1004W8400—Stainless Steel **$140.00**

(C) Designed for the man whose standards of quality are above consideration of price. Ultra thin watch accented by 12 brilliant diamonds. 17 jewel Swiss movement. Shock resistant, anti-magnetic

1005W21000—14K White Gold

Retail $350.00

(D) Handsome new self-winding Seashark Automatique model featuring a cushion shape case. 17 Jewel Swiss movement. Water resistant*, shock resistant, anti-magnetic. Fine Alligator strap

1006W15600 — 14K Yellow Gold **Retail $260.00**

1007W10200 — 10K Yellow Gold Filled **Retail $170.00**

1006W8150—Stainless Steel. **Retail $150.00**

(E) Striking in elegance, self-winding Seashark Automatique watch with calendar window. 17 jewel Swiss movement. Water resistant,* shock resistant, anti-magnetic. Fine Alligator strap

1009W16500 -14K Yellow Gold **Retail $270.00**

1010W11000 10K Yellow Gold Filled **Ret. $150.00**

(F) Dynamic and handsome self-winding Seashark Automatique model with gold tone dial. 17 jewel Swiss movement. Water resistant,* shock resistant, anti-magnetic. Fine Alligator strap

Retail

1011W15000—14K Yellow Gold **$260.00**

1012W10200—10K Yellow Gold Filled . **$170.00**

1013W8700—Stainless Steel **$145.00**

(G) Ultra thin, outstanding for its simplicity. Quality 17 jewel Swiss movement. Water resistant,* shock resistant, anti-magnetic. Fine Alligator strap

Retail

1014W11000—14K Yellow Gold...**$180.00**

1015W8100—10K Yellow Gold Filled **135.00**

(H) A brilliant modern interpretation in this self-winding Seashark Automatique watch with a 14K Gold bracelet. Fine 17 jewel Swiss movement. Water resistant*, shock resistant, anti-magnetic

1016W34500—14K Yellow Gold **Ret. $575.00**

(J) Bold, contemporary styling. Self-winding Seashark Automatique with 17 jewel Swiss movement. Water resistant*, shock resistant, anti-magnetic. Fine Alligator strap

1017W15000 14K Yellow Gold

Retail $250.00

1018W10000—10K Yellow Gold Filled. **Retail $165.00**

1019W9000—Stainless Steel. **Retail $150.00**

(K) New and distinctive ultra thin dress watch. Fine 17 jewel Swiss movement. Shock resistant, anti-magnetic. Attractive Alligator strap

1020W12750—14K Yellow Gold

Retail $212.50

1021W7600—10K Yellow Gold Filled

Retail $130.00

(L) Uniquely styled self-winding Seashark Automatique with calendar window and adjustable Gold Filled mesh bracelet. Water resistant*, shock resistant, anti-magnetic.

1022W18000—14K Yellow Gold **Ret. $300.00**

1023W9650—Stainless Steel. **Retail $160.00**

(M) Distinctive ultra thin watch with textured sunray bezel. 17 jewel Swiss movement. Water resistant*, shock resistant, anti-magnetic. Fine Alligator strap

Retail

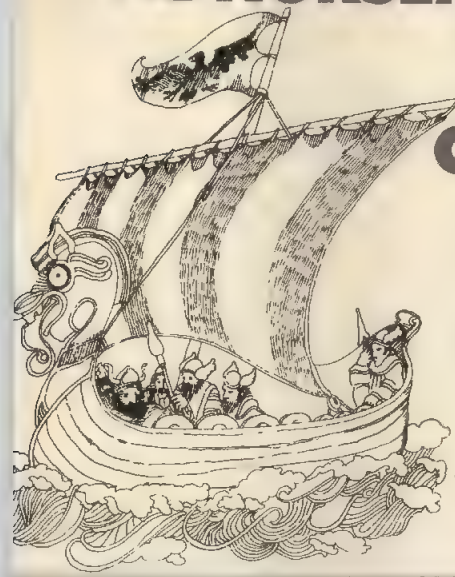
1024W11600—14K Yellow Gold ... **$190.00**

1025W8750—10K Yellow Gold Filled **145.00**

1026W7950—Stainless Steel **$130.00**

*if case, crystal and crown remain intact.

THE NORSEMEN STARTED A TRADITION ULRICHSEN CONTINUES IT



Eric the Red and Andy Ulrichsen had more in common than nationality. They both loved wood boats. And they built them for rugged cruising beyond the twelve-mile limit. That's why men who are serious about boating have been buying Ulrichsen's classic, all-wood Jersey skiff for over 20 years.

Ulrichsen men are a breed apart. They demand first-class seaworthiness *plus* the warmth, texture, and substance of wood. The lapping of water against wood has a sound all its own, and it's in their blood. It's as much a part of owning an Ulrichsen as the unique way the wood hull responds to the challenge of white water.

Join action-minded men who have an eye for practical beauty and the pride of Ulrichsen ownership. Drop in at your Ulrichsen dealer and take a good long look at his new 1970 line of 33′ and 37′ Convertible Sedans and Sport Cruisers. Your eyes will light up!

ulrichsen

Luhrs Company, Marlboro, N.J. 07746

when they pleased, and news of other boats coming as scattered tidbids. Knox-Johnston also sought financial backing, recognizing that his 32-foot ketch, *Suhaili*, was hardly the ocean greyhound the race called for. But perhaps because he already had her, Knox-Johnston did not put into seeking sponsorship the desperate energy that Williams did. Certainly, as a professional seafarer, he was far more visibly qualified than Williams.

His boat was something else. of the type that would-be sellers call "sea-kindly," *Suhaili* is an all-teak double ender, heavy and reliable, and on her the skipper erected a weird scaffolding of pipes and blocks to support the self-steering The boat was, he says, four inches below her designed water line at departure, but it hardly seemed critical.

In the event, *Suhaili*'s relatively primitive fittings served her owner well. Knox-Johnston is one of those natural mechanics who can fix nearly anything, and on a non-stop voyage through the world's roughest seas, he had his chance to prove it. His narrative is at its best dealing with action and near-disaster, where Williams shines as a speculative and descriptive writer.

Very probably the men themselves were suited to the events: with three or four weeks ahead of him, Williams could anticipate that his supply of nervous, competitive energy would suffice, whereas for Knox-Johnston's voyage, lasting the best part of a year, endurance was the prime requisite

I hesitate recommending one book over the other; perhaps the closest I can come is to suggest that competitive sailors will enjoy Geoffrey Williams more, while the traditionally-oriented may prefer Robin Knox-Johnston.

Defending the America's Cup. *edited by Robert W. Carrick and Stanley Z. Rosenfeld (189 pp., $12.50: Alfred A. Knopf, 201 East 50th St., New York City 10022)*

As any participant knows, sailboat racing is a sport that almost defies intelligent spectating: if you're close enough to have a good idea of what's going on, you're either in the race or in the way. So probably the best way to find out what happened is to have an observant participant tell you, or in the case of this book on the last Cup series, 15 different participants

Robert Carrick and Stanley Rosenfeld have talked with 15 key people involved in the *Intrepid* syndicate and crew, and from the tapes of their discussions have edited a very informative book showing what goes into mounting a defense campaign in this unique competition.

Stanley Rosenfeld's special part in the project, hardly less important than working on the text, was to provide illustrations that caught a mechanism, a situation, or an emotion when words couldn't do the trick. His photos over a hundred of them—serve very well.

Big time yacht racing is unquestionably a world of its own, and one I suspect that alternately fascinates and repels the average boatman who likes just messing about on the water

While the America's Cup competition is as simon-pure amateur as men can make it, the ferocious, competitive zeal of the people involved turn it (at the same time) into an enterprise that is, in many respects, as professional as an Apollo mission.

Messrs. Carrick and Rosenfeld have allowed their characters to speak for themselves, revealing their own vision of the Cup—or Grail. Some of them are obviously not telling the whole story (who among us does?), sometimes the memories conflict a little, but on the whole this is as good and complete a picture of one side of such a campaign as we are likely to have. ⚓

Try *Lyman's*
26′ Cruisette
for size...

We claim with good reasons that our 26′ CRUISETTE is one of the greatest family boats made, maybe the greatest. For one thing it's supremely comfortable, the full lapstrake hull gives you an unmatched safe, soft, smooth dry ride in any kind of weather. It sleeps four — has standard dinette and galley with refrigerator. Optionals include hard or soft tops, toilet and many other items. If you want to take six or eight out for a day's outing, it's great — if the kids want to water ski, the power is there. Write for our new catalog.

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to the flow and cohesion of the joining metal. This oxidation must be removed and chemicals called fluxes do it.

Fluxes for soldering can be liquids or pastes, separate or else actually enclosed within the solder. They range from very strongly acid ones, which are corrosive, to the almost neutral rosin used in electronic work. The fluxes for brazing are the stronger borax and boric acid mixtures which retain their potency at very high temperatures.

Modern welding tackles the oxidation problem in a more sophisticated manner. Oxygen is kept away from the weld; without oxygen there can be no oxidation. The barrier is a cloud of helium, argon or other inert gas which is made to surround the welding arc.

Electric welding requires a very high current at a low voltage. Since that describes the characteristics of a storage battery, it is not surprising that jury-rig welds have been made on board using the boat battery as a source of power.

So much for the academics of soldering, brazing and welding. Now we get down to the nitty gritty of the actual jobs. Two conditions are absolutely necessary to the success of all three of these jobs: cleanliness and the presence of sufficient heat. If you provide them, your success is almost guaranteed.

Absolute cleanliness means that the metal must *shine* in the areas you wish to join. A file or sandpaper diligently applied is the recipe. Sufficient heat means a temperature high enough to cause the solder, braze, or weld metal to flow freely. (Should the flow divide itself into little drops, you have a signal that the surface is not clean and/or the flux is incorrect.)

The soldering iron must be clean and coated with solder, a condition which the technicians call "tinned." The hot iron should be shined—again with a file or sandpaper—coated lightly with flux, and touched to the solder. Capillarity will coat the tip instantly with the molten lead, and you are ready to go. The iron will remain tinned unless you burn the coating off with excessive heat. A dirty iron will not transmit its heat to the work.

Apply the iron to the work. When the part is hot enough, touch the flux and the solder to it. That's the whole secret—the iron heats the work, and the work melts the solder. Sometimes you run into one of those David and Goliath jobs where a small iron just can't bring the work up to temperature because the large metal part dissipates the heat too fast. You can solve this problem by preheating the work with a torch to just under soldering temperature. Then proceeding with the iron.

When brazing, you will use a blue flame torch, and you must work with the entire joint at red heat because that is what it takes to melt the brazing rod or hard solder. Again, the torch should be used to heat the work and the work to melt the braze after application of the flux. Unless the braze makes a shiny little river during the process, your job will be a dud.

A word of caution: *never* use acid fluxes on electric or electronic work. Use only approved neutral or rosin fluxes. Most manufacturers of electronic ware will consider the warranty cancelled if they spot any evidence of acid flux use.

A few gimmicks have been added to the original borax in fluxes for brazing, and these commercial preparations make the job easier. They usually come in paste form.

When welding is done with a welding rod, the flux and the shielding gas are released from a hard coating baked around the rod. In the other form of electric welding, the shielding gas is supplied from tanks.

It is pretty hard to turn soldering into a hazardous operation, but the open flames of brazing and welding are a source of real danger. Check your surroundings for flammability before you attempt either of these jobs on a boat. And, just to make sure, have a fire extinguisher handy. ⚓

A versatile open water fishing boat, big, beamy and deep. Cuddy cabin with stand-up headroom, two forward berths and ample storage space. Lyman's great full lapstrake construction . . . stable, smooth and dry-riding in any weather. It's a basic boat for installing special sportfishing equipment BUT it's also a safe, very comfortable family boat, just as you see it above. Write for complete specifications. Also available in 26' length.

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BOAT WORKS
A WYLE COMPANY
1621 First Street
Sandusky, Ohio 44870

"She blew all the tars back onto the spars,
And the spars back onto the masts;
Blew back the sails, and the anchors and nails,
Which into the ship stuck fast."

"Before we could look, she blew the cook
Back into the galley coop;
Back dropped the pans and kettles and cans,
Without even spilling the soup."

"She blew back the fire to the galley stove,
Where it burned in its proper place,
And all of us cheered as she blew the beard
Back onto the Captain's face."

"There's more of me tale," said the sailor lad,
"As would jigger your lights, in sooth,
But I am't worth a darn at spinning a yarn
What wanders away from the truth!"

21 Firms Charged with Pollution

Uncle Sam is cracking down on industrial polluters, using a 71-year-old law which makes it a misdemeanor to deposit refuse in navigable waters. Four cases have been brought by the Department of Justice, all alleging violations in the Chicago or New York areas. The list of 21 defendants in Chicago reads like a bluebook of American industry, particulary in the petroleum field. Mobil, Atlantic Richfield, Cities Service, Phillips, Standard of Indiana, American Oil, and Pure Oil have been charged. Others are Youngstown Sheet and Tube, Dupont, Inland Steel, U.S. Steel, Olin Mathieson, Penn-Central Railroad, International Harvester, and some less well-known companies.

All cases were referred to Justice by the Army Corps of Engineers. Convictions could bring jail sentences of one year or fines of up to $2,500 per offense but the bad publicity is more important than the prospective punishment. Bodies of water involved in the pollution charges are Lake Michigan, the Calumet River, the Chicago Canal, the Illinois and Des Plaines Rivers, and Indiana Harbor Canal. A Chicago grand jury is also investigating dumping of solid wastes in the Calumet River and Lake Michigan. The companies involved in the probe are supposed to have been cooperating in a voluntary program with the Federal Water Pollution Control Administration. The Justice Department said with admirable restraint: "There may have been a failure on the part of some firms to adhere to their commitments under this program."

The Color Has Changed at Marina del Rey

As of now, and it appears for most of the future, the color has changed for Marina del Rey—and black is beautiful. On a ledger, that is.

With $29 million gross income reported, lessees of the world's largest man-made marina were operating out of the red, for the first time since the eight-year-old Los Angeles County complex opened.

It was in 1949 that Army engineers reported as feasible the projected plan for a harbor to handle 8,000 small boats, and to cost $26.6 million. Nothing has come easy since then, nor, in fact, has much of anything been easy since the original dream, which dates to 1887. It was then that M. L. Wicks attempted to develop a commercial harbor on 780 water fowl-inhabited marshland acres, adjoining what is now Venice (another development dream that may now be due to be reborn).

Wicks went bankrupt after spending some $300,000 on its construction. Two later efforts, in 1916 and 1936, were

(Continued on next page)

Try *Lyman's* 26′ Cruisette for size...

We claim with good reasons that our 26′ CRUISETTE is one of the greatest family boats made, maybe the greatest. For one thing it's supremely comfortable, the full lapstrake hull gives you an unmatched safe, soft, smooth dry ride in any kind of weather. It sleeps four — has standard dinette and galley with refrigerator. Optionals include hard or soft tops, toilet and many other items. If you want to take six or eight out for a day's outing, it's great — if the kids want to water ski, the power is there. Write for our new catalog.

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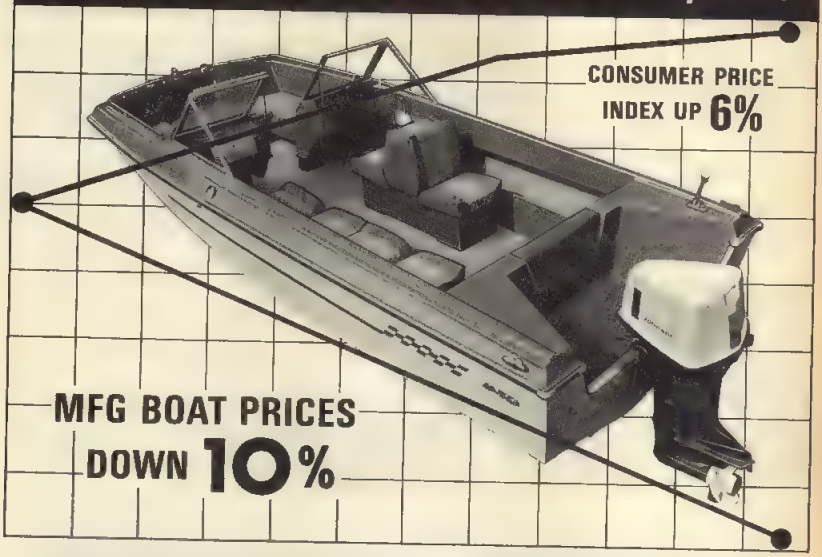
MFG leads the way to lower boat prices!



While just about everything else is going up (note the whopping 6% increase in the consumer price index), MFG offers its entire 1970 line at prices that are 10% lower than last year.

are we nuts?

Definitely not. We build more fiberglass boats than anyone else in the world — we have "PRODUCTION MUSCLE" and because of this we can offer you better boats for less than the other "guys" can.
That's a big claim — but find out for yourself how RIGHT we are. See your local MFG dealer pronto. (For the name of your MFG dealer and a free full-color catalog of our beautiful boats — drop us a line — you'll hear from us within a week — and that's a promise!)

MFG

MFG BOAT COMPANY, Union City, Pa. 16438

New! **GYPSY 17**
(Illustrated above)
$1799.00
exclusive of motor
I/O model available at $3999.00 with 120 H.P. Motor
Above suggested retail prices are F.O.B. Union City, Pa.

There are other ways of commanding attention besides creating a big splash. The clean flat wake of this sixty-five foot fiberglass beauty is another way. The Maineship Fiberglass hull is different. . . enough so to justify a patent to protect its unique qualities. These yachts are available in any stage of completion in stock lengths from 27 to 65 feet. They may be inspected at dealers show rooms throughout the east or at the plant at Rockland.

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(207) 596-6416

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You won't find it in any boat but a Matthews 45'

FiberCLASS

Compare our new 45's with any other fiberglass yachts in their size range, and see for yourself why they're truly in a *class apart*.

Take their one-piece, molded, gel-coated fiberglass hulls, for example. Our own 80 years of boatbuilding experience and the unique talents of J. B. Hargrave, N. A. and Gibbs & Cox, Inc. made their design possible. Results? Safety and seaworthiness so uncommon they're the only hulls in their class to carry Lloyd's of London certification.

Design advancements we bring you in our new 45's include the exclusive Matthews deep keel that protects propellers and gives you a soft, level ride in head or following seas. Stout plates permanently embedded in the laminate to keep fitting connections always safe and secure. Freedom from condensation problems. And a new concept in engineered sound insulation that assures whisper-quiet performance, even when you're in a hurry!

Of course, we haven't overlooked your comfort and pleasure underway or at dockside, either. Our new Fiber*Class* 45's are tastefully luxurious, with spacious accommodations and every convenience for enjoyable family cruising and entertainment.

Make your next boat an incomparable Matthews Fiber*Class* 45'. Choose from three models: double cabin cruiser, sportfisherman and sedan. Step aboard one soon at your Matthews dealer. Or, write us for colorful literature portfolio.

MATTHEWS

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[illegible] Choice of Paints, Equipment and Decor in Mahogany, or Fiberglass [illegible] Matthews Yacht in Fiberglass, too!

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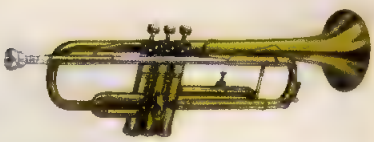
Commander
Cornet and Trumpet

Shipping Weight
Approx. 10 Lbs.
on Trumpet and Cornet



ARTIST B♭ CORNET

Nickel Silver valves, nickel plated. Sturdy bracing. Polished brass with two coats of heat hardened lacquer for long wear. Professional cushion rim mouthpiece. Complete with fyre and plush fitted case. **F.O.B. Illinois.**

2785MF8292 **Cornet Outfit** **$135.00**
2982MF8907—**Cornet Outfit** Same as above except Cornet is all **Nickel Plated. $145.00**

ARTIST B♭ TRUMPET

Valves of nickel silver, nickel plated. Long racy model. Perfectly fit valves and slides. Polished brass gold lacquer finish with cushion rim professional mouthpiece. Complete with fyre and deluxe plush lined fitted case. **F.O.B. Illinois.**

Sugg. Retail
2797MF8292—**Trumpet Outfit.** **$135.00**
2983MF8907 **Trumpet Outfit** Same as above except Trumpet is all **Nickel Plated $145.00**

Trombones
Ship. Wt. 23 Lbs.

RUDY MUCK CITATION TROMBONE

2485MF15015—Finest deluxe, U.S. made trombone. 8" bell diameter. Slides are drawn through special dies to make them perfectly straight. Inner slides chrome plated for lightning-fast action and lifetime durability. Lapping is done in the playing position, resulting in smooth, noiseless and frictionless slides that require no breaking in. Complete with mouthpiece and plush lined Gladstone case. **F.O.B. Midwest Factory**

Sugg. Retail $275.00

AMERICAN MADE BUGLE OUTFIT

U.S. Regulation Bugle of heavy gauge polished brass. Manufactured like a trumpet in key of G with slide to F. Fully tapered bell beyond the first bend of the bugle (for easier blowing). **Complete with bag and instruction book.** Ship wt. 4 lbs.

1629G1362—**Bugle**
1629 3G1294—3 or more.
Sugg. Retail $22.95

RUDY MUCK CONDUCTOR TROMBONE

2486MF10347 Medium priced. American made. Light fast durable 7½" bell, chrome plated inner slides. Tested and approved by America's finest trombonists. Includes shaped case.

Sugg. Retail $189.50

RUDY MUCK ACADEMY TROMBONE

2487MF9798—Most reasonably priced trombone on the market. Has 7½" bell, chrome plated inner slides. Slides lapped on special equipment; drawn to hardness and perfect degree of accuracy. U.S. made. Complete with case.

Sugg. Retail $159.50

BENETONE DELUXE AMERICAN-MADE TROMBONE

Slides are drawn to hardness and degree of accuracy that is perfect. Extra long slide cups, invisible slide lock. 7½" bell, Chrome-plated inner slides. Perma lacquer finish. Wood veneer-shaped case—quality luggage type. Fabricoid covering, silk plush lined. **F.O.B. Midwest Factory**

2304MF10101 **Trombone Outfit**

Sugg. Retail $185.00

MELODICAS by HOHNER
Made in Germany

Hohner Melodicas combine the lovely sound of reeds with an easily understood piano-type of keyboard. Instruments range from a simple beginner's model, favored by educators, to a rich-toned professional unit. Musical range is fully chromatic. All notes are "blow" tones. Mouthpieces are interchangeable. Easy to play. Ideal instruments for school classrooms as well as organized groups.

Vista Mouthpiece

2430G51—**(Not Shown).** Especially designed to permit player to see keys and score easily. Fits 4 Melodicas shown below, except 1613G3360 and 2731G2897 "Professional 36". **Available only with purchase of a Melodica. Not sold separately..**

Sugg. Retail $0.75

Professional Mouthpiece

2732G64—**(Not Shown).** For 16.3G3330 "Professional 36" and 2731G2897 "Bass Melodica". **Only. Not sold separately** Sugg. Retail $0.60

Melodica Table Stand

2431G338—**(Not Shown)** Combines the convenience of a horizontal rest for easy playing and teaching, a flexible mouthpiece extension and a groove for holding up the music.

Sugg. Retail $4.95

"Professional 36" Melodica

This 3 octave professional instrument finds an important place with the modern combo. Conveniently hand held in piano keys control the precision tuned brass reeds . . . produce a fine accordion like tone. With specially designed mouthpiece, instructions and handsome fitted carry-ng case. Approx. Size 15⅞"L. x 4⅝"W. x 2"D. Ship wt. approx. 3½ lbs.

1613G3330 **Melodica** Sugg. Retail
1613 3G3164—3 or more $49.95

"Piano 27" Melodica

An advanced virtuoso instrument at the Alto range. Its 27 piano keys start with F below middle C and extend up for over 2 chromatic octaves. Comfortable strap for left hand. Complete with 2 mouthpieces, instructions and deluxe carrying case. Approx. Size 16½"L. x 3½"W. x 2¼"D. Ship. wt. approx. 2¼ lbs.

1926G1833—"**Piano 27" Melodica.** Sugg. Retail
1926 3G1741- 3 or more. $27.50

"Piano 26" Melodica

This instrument's appearance is surpassed only by its beautiful tone. Over 2 chromatic octaves starting with B below middle C, with 26 piano keys for range notes and chords. Comfortable strap for left hand. Complete with 2 mouthpieces. Instructions and deluxe carrying case. Approx. Size 15½"L. x 3½"W. x 2½"D. Ship wt. approx. 2½ lbs.

Sugg. Retail
1612G1663—"**Piano 26" Melodica.** $24.95

Bass Melodica

Bass voice to give additional range to melodica group playing. 24 perfectly tuned bronze reeds provide the lower range from F 2 octaves below middle C to C above middle C. Deluxe carrying case included. Approx. Size 15½"L. x 4½"W. x 2¾"D. Ship wt. approx. 3 lbs.

2731G2987 **Bass Melodica** Sugg. Retail
2731 3G2847 **3 or more** $44.95

Soprano Melodica

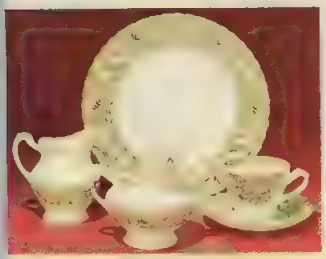
Metal body, scientifically tuned brass reeds. Range covers two full chromatic octaves from piano middle C. Permits playing of range notes or chords for accompanying or accompanying. Complete with instructions, spare mouthpiece and case. Approx. Size 13¾"L. x 2¾"W. x 1⅝"D. Ship wt. approx. 2 lbs.

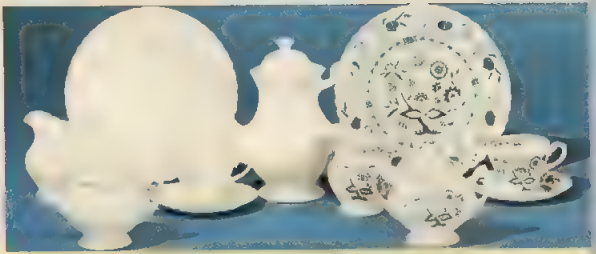
1610G957 **Soprano Melodica.** Sugg. Retail
1610 3G909—3 or more. $13.95

Student Melodica

Ideal for the beginner. 20 chromatic keys from middle C up to G over 1½ octave range. Attractive item for children's music classes. Interchangeable mouthpiece. Complete with instructions and case. Approx. Size 13⅜"L. x 2⅜"W. x 1⅜"D. Ship wt. approx. 2 lbs.

1927G797 **Student Melodica.** Sugg. Retail
1927 3G757—3 or more. $11.95





LUCERNE GREEN

Traditional shape with White Scroll Pattern of Leaves on Avocado background on rim of White flat pieces. Matching Holloware. Sugg. Retail

6262XF3066—47-Pc. Set $43.95
6263XF4200—67-Pc. Set 60.95

ENGLISH IMPORT

Elegant, durable dinnerware from England in **Silver Baroque, Classic White, Nordic Blue, Lucerne Green, Dellwood and Renaissance** patterns provide a graceful table setting and addition to greater informal dining pleasure. Available in 47 and 67 Pc. sets only. **Shipped F.O.B. New Jersey Warehouse.**

CLASSIC WHITE

Hardy, highly glazed Ironstone dinnerware—fluted in shape, Snowy White in color—will set your table beautifully for years to come. Sugg. Retail

6190XF2450—47-Pc. Set $34.95
6191XF3213—67-Pc. Set 45.95

NORDIC BLUE

Crewel-like motif of stems and leaves, onion-bulbs in deep blue on frost white. The same hand-etched, hand-dipped colors under glaze. Sugg. Retail

6192XF3066—47-Pc. Set $43.95
6193XF4200—67-Pc. Set 60.95

SET COMPOSITION

SILVER BAROQUE, CLASSIC WHITE, NORDIC BLUE, LUCERNE GREEN, DELLWOOD AND RENAISSANCE
Shipped F. O. B. New Jersey Warehouse

47-PC. SERVICE For 8. Ship. wt. approx. 36 lbs. **8 EACH:** dinners, soups, salads, cups, saucers; **1 EACH:** platter, vegetable, covered sugar, creamer, coffee pot w/cover

67-PC. SERVICE For 12. Ship. wt. approx. 49 lbs. **12 EACH:** dinners, soups, salads, cups, saucers, **1 EACH:** platter, vegetable, covered sugar, creamer, coffee pot w/cover.

RENAISSANCE

Old English in Baroque shape with Black and Grey pattern dramatizing the Pure White background of English Ironstone . . . for the forever young at heart. Sugg. Retail

6310XF3066—47-Pc. Set $43.95
6311XF4200—67-Pc. Set 60.95

SILVER BAROQUE

Pure Platinum silhouettes the sculpturing and redefines the verge of this White English Ironstone Baroque dinnerware. For the hostess with a reputation for elegance Sugg. Retail

6308XF3066—47-Pc. Set $43.95
6309XF4200—67-Pc. Set 60.95

DELLWOOD

English Staffordshire Ironstone in lovely Sterling shape. Muted Blue and Gray motif on Pure White has the traditional look of dining elegance. Sugg. Retail

6244XF3417—47-Pc. Set $48.95
6245XF4506—67-Pc. Set 65.95

METASCO Imperial Stone Dinnerware for Your Informal Dining Enjoyment

Metasco Imperial Stone Oven-to-Table Dinnerware. Ovenproof, hand painted underglaze, dinnerware, detergent and dishwasher proof from Japan for casual entertaining. Available in 60 Pc Set (Service for Eight) only *F.O.B. New Jersey or California Warehouse.*

(A) **FANTASY:** A crisply Burnt Orange rippled band surrounds a Rich Coffee Brown ring . . . a lovely Contrast Rim about a White center. Adds earthly charm to your dinner table. Matching accessories.
6312XF2800—60-Pc. Set..... Sugg. Retail $43.95

(B) **INDIGO:** The look is stone and it's warm in its appeal . . Deep Indigo Blue ripple band within Light Blue ring Snow White center. Matching holloware
6313XF2800—60-Pc. Set... . . . Sugg. Retail $43.95

(C) **FERN:** A deep Rich Fern Green rippled band encircled with a Pale Contrasting Green band about a White center. Almost primitive in its rich pleasant feeling Matching accessories.
6314XF2800—60-Pc. Set . . . . Sugg. Retail $43.95

SET COMPOSITION FOR FANTASY, INDIGO and FERN: 60 PC. Service for 8. (Approx. Ship. Wt 49 lbs.) 8 EACH. dinners, salads, soups, fruits, cups, saucers, *1 EACH-* 12" chop plate, covered sugar, covered creamer, covered coffee pot, vegetable dish, covered butter, salt and pepper shakers. *F. O. B. New Jersey or California Warehouse*

Additions To Sets Available On Special Import Order—$10.00 Minimum.

MIKASA STONEWARE, CERASTONE IRONSTONE, AND MEDITERRANIA DINNERWARE.

Genuine Stoneware by Mikasa. Beautifully sculptured stoneware in **Snow White** and **Terrazo** patterns are generously sized, durable . . . yet light in weight. Perfect for casual entertaining. **Shipped F.O.B. New Jersey or California Warehouse.**

Mikasa Cerastone Ironstone and Mediterrania Dinnerware. Exciting Cerastone Ironstone imports from Japan in **Westwood** and **Maggi** or in **Mediterrania** patterns of **Caracas, Dominique** and **Tuxedo** bring colorful artistry in dinnerware for your table. Fine pieces have a delicate grace that belies their hardness and strength. Ovenproof . . . prepare, keep warm, serve in the same pieces. **Shipped F.O.B. New Jersey or California Warehouse.**

Ⓐ WESTWOOD

Brown floral pattern of leaves and buds in variable Brown Shades encircling rim of Pure White body of dinner plate. Holloware with Solid Brown Accent exterior, white interior

6315XF2483—45 Pc. Set.....Sugg. Retail $35.95

Ⓑ SNOW WHITE

Snow White Matte finish contrasted by Rich Brown and White Holloware. Highly appealing . . . yet sturdy. Provides an impressive table setting. Ideal for informal entertaining.

6198XF3483—53 Pc. Set. Sugg. Retail $50.95

Ⓒ TERRAZO

Old World craftsmanship is recaptured in this Mosaic Brown and Green center design curbed in Green or Dark Chocolate. Complementary Holloware.

Sugg. Retail

6316XF4150—53 Pc. Set.....$60.95

Ⓓ MAGGI

Powder Blue Posies poke and pop persuasively amidst Peat Green leaves on the brink of Pure White. Complementary Holloware.

Sugg. Retail

6317XF2483—45 Pc. Set.....$35.95

Ⓔ TUXEDO

A strikingly dramatic Mediterrania pattern. Wide Black band creates a stunning contrast on Pure White body. Matching Holloware.

Sugg. Retail

6318XF2816—45 Pc. Set.....$40.95

Ⓕ CARACAS

Sunflowers of Antique Yellow Gold wreathe the rim of the White Plates gaily. Complementary Holloware adds to vibrant effect.

Sugg. Retail

6267XF2816—45 Pc. Set.....$40.95

Ⓖ DOMINIQUE

Black triangular geometric design on Avocado band on border of White plates. Complementary Holloware.

Sugg. Retail

6269XF2816—45 Pc. Set.....$40.95

SET COMPOSITION—Snow White, and Terrazo Patterns. 53 Pc. Service for 8. (Approx. ship. wt. 42 lbs.) 8 EACH: dinner plates, salad plates, soups, fruits, cups, saucers. **1 EACH:** covered sugar, creamer, veg. bowl, buffet platter. **F.O.B. New Jersey or California Warehouse.**

SET COMPOSITION—Caracas, Westwood, Maggi, Tuxedo, and Dominique Patterns: 45 Pc. Service For 8. (Approx. ship wt. 37 lbs.) 8 EACH: dinner plates, salad plates, soups, cups, saucers; **1 EACH:** platter, vegetable bowl, creamer, covered sugar. **F.O.B. New Jersey or California Warehouse.**

CONCEPT

LENOX WARE

CONCEPT

Sparkling contrast of shimmering white and rich vibrant color in a distinctive sculptured look

Set Composition

45 Pc. Set—Service for 8 includes 8 each dinner plates, salad plates, soup bowls, saucers, cups, 1 each platter, vegetable bowl, creamer, sugar bowl and lid

CORONET

5313H3330—45 Pc. Set. Warm vibrant gold accents contrasted with stark white. Composition as above. Ship. wt. 16 lbs

Mfr's. Sugg. Retail $49.95

◀ PAISLEY IN JADE

5315H3330 45 Pc. Set. A bold, clear accent color yet because of the crisp whiteness of the accessory pieces, the pattern becomes softly muted to its surroundings. Composition as above. Ship. wt. 16 lbs

Mfr's. Sugg. Ret. $49.95

VIRGINIA REEL ▶

5582H3330—45 Pc. Set—A center design reminiscent of early tole painting and bordered with bands of blueberry. Accessories in white with blueberry accents. Composition as above. Ship wt. 16 lbs

Mfr's. Sugg. Retail $49.95

NEW PEBBLESTONE DESIGN

Pebblestone color equally at home among bright bold hues or in the increasingly popular subdued decors. A remarkably versatile color—when combined with white produces a unique counterpoint of color and design 45 Pc Service for 8 consists of 8 each cups, dinner plates, saucers, salad plates, soup bowls, 1 each platter, vegetable bowl, creamer, sugar bowl with lid.

HALIFAX

5681H3330—45 Pc. Set. A rich design in pebblestone enhanced with a rich, brown border Cups with color coordinated handles, decorated dinner plates, saucers, salad plates, platter Sugar bowl with color coordinated handles sugar cover with color coordinated knob, creamer with color coordinated handle Ship wt. 17 lbs.

Mfr's. Sugg. Retail $49.95

Just Wait 'til He Sees His Handsome New

4-HP **CHOPPER-STYLE** *Mini!*

Low Priced! **199.95** $9 Monthly See Terms, pg. 298

- 4-HP 155CC Tecumseh Engine
- Speeds Up to 26 Miles per Hour!
- Up to 100 Miles on a Gallon of Gas!
- Dual Disc Brakes for Safety
- Big Banana Chopper Seat
- Chrome Front 'n Rear Shocks

"THE RAIL"—4 HP with battery operated headlight and tail light; 14" rear and 12" pneumatic front tires—mag wheels. Chromed "sissy" bar, front fork, chain guard, rear and front shocks, fenders. Hand throttle control. Clutch: centrifugal torque rated.

Vinyl covered foam rubber seat. 60-in. long; 18½-in. wide; 37-in. high. Bike not meant for street riding, cannot be licensed. Backed by INSTANT SERVICE, see pg. 880, Big Fall Book. $9 Monthly . . . see pg. 298. 48 Y 5817R—Exp./Frt. 101 lb. 199.95

Use Credit • Bank to CHARGE your gift needs —see terms pg. 298

* Girl's "Miss America V"
* Feminine Styling

HUFFY

Boy's 5-Speed 20-Inch

DRAGSTER V

Cut 5.10

49.90

Billboard Tires with Chromed Rims!

20-INCH DRAGSTERS BY HUFFY are tops in all classes for style and speed! Brawny popular 20-in. wheel size with "Cheater Slick" rear tires. Dependable caliper handbrakes. Were 69.00 in Big Fall Book, pg. 698! BOYS' "DRAGSTER V" features T-Bar shift mounted on upper bar—glides through all 5 gears! Frost Lemon/Nile Green color combination. 85 Y 6741R—Exp./Frt. Wt. 43 lb. *84 Mo.* See page 298 for Terms! 49.90
GIRLS' "MISS AMERICA V"—5-speed gear shift is a twist-grip on the handlebars! Flowered saddle, woven basket. Frost Lemon/Nile Green. 85 Y 6742R—Exp./Frt. Wt. 46 lb. *Cut 5.10* Was 55.00 49.90

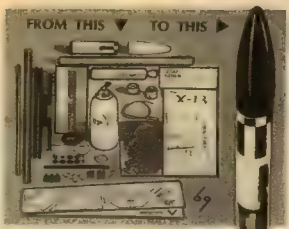
Huffy's 20-In. "Slingshot Rail" with 5-Speed Sporty Dual Stick...

KING OF THE ROAD

Cut $10 59.96

$4 Monthly, terms, pg. 298

He'll love Huffy's "Slingshot Rail"—it's styled with 19% longer-than-regular frame! Dual stick console features Black 5-speed gear shift. Red drag brake and parking brake. Big 20-in. "Cheater Slick" rear tire; 16-in. front tire. Rear caliper hand brakes; coil spring front. 48-in. "sissy bar" with glitter finish headrest; glitter finish bucket saddle. Frost Lemon/Nile Green. Was 69.96 in Big Fall Book, page 698!
85 Y 6701R—41 lb. 59.96
Express/Freight.



Build an X-13 rocket plane

Kit **9.98**

Rocket streaks skyward to 500 ft., then X-13 plane peels off and glides hundreds of feet farther thru the air! Booster parachutes back to earth. Easy-to-assemble kit includes metal and wood booster rocket, X-13 plane, manual firing system, launch stand, loading valve, propellant for three flights.
Z36 J 5730M Mail (4 lbs.) . . Kit 9.98

Propellant. 4 flights per 15-oz. can.
Z36 J 5581M. 2 cans. (4 lbs.) . **Pkg. 3.66**

Hawk mini-rocket

ZOOMS TO 300 FEET!

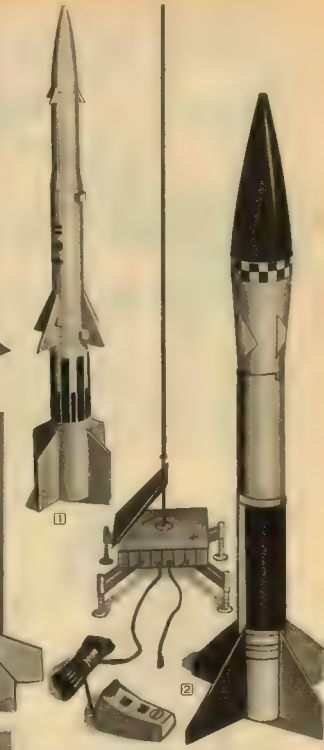
Set **5.98**

The Hawk soars to spectacular heights — up to 300 ft. Comes ready to fly with three 8-oz cans of clean odorless Zoom fuel . . enough for 45 to 90 flights. Launch set includes push-button filler and release tube, plus launching stand and lead-off wire. Hi-impact plastic construction. Rocket has soft sponge plastic nose cone for added safety
35 J 5815. (4 lbs.) . . . Set 5.98

Pilot a mini-jet airliner

Set **5.98**

Be captain of your own jet airliner! It's ready to fly with three 8-oz. cans of Zoom fuel (125-150-ft. average flights). Hi-impact plastic; plasticized balsa.
35 J 5816. Shipping weight 4 lbs . . . . . Set 5.98



Ready-to-launch rockets even have remote launch systems

Nike-Zeus **11.88** Honest John **8.88**

Everything you need, all ready for an immediate count-down and launch. Each set includes Honest John or Nike-Zeus rocket; engines with igniters, 20-ft. firing line and remote launch control system. Launch base needs 8 "D" batteries (not included, see page 404). Plastic. Mailable.

(1) **Nike-Zeus**. 2-stage rocket 18 in. tall. Rocket on pad measures abt 9x81/2x40 inches high.
Z36 J 5734 Mailable Shipping weight 5 lbs. . . Set 11.88

(2) **Honest John.** Single-stage rocket, 14 in. tall. Rocket on pad measures abt 9x91/2x40 inches high.
Z36 J 5793. Mailable Shipping weight 4 lbs Set 8.88

BONUS JACKET PATCHES

Build your very own customized fun cars

3 cars in kits 5.77

Three popular 1/25 scale plastic car kits plus 3 racing jacket patches 'S4 Chevy High Boy: 1-pc. body, opening hood, doors and trunk. Finely detailed 409 Chevy V-8 engine, Mag wheels, 2 wide drag slicks. Plus Hurst patch.

'30 Austin Drag Sedan: 1-pc. body, opening doors, turnable front wheels, detailed Ford 427 SOHC engine, bucket seats, chrome trim. Plus Goodyear patch.

Boss Mustang Funny Car: 1-pc. hinged body, turnable front wheels, detailed Ford 427 SOHC engine, GMC Blower, Hilborn fuel injection. Plus Fram patch.

35 J 5570 Shipping weight 3 lbs. ..... All 3 kits 5.77

Hobby Kits

Authentically detailed — 46 in. high. Separates into 3 stages. Incl tower; command service, lunar modules; astronauts. Durable plastic. (6 lbs.)

Z36 J 5585 Mailable . Kit 9.88

Battery-powered, see-thru-action Phantom Mustang

5.98

See all the exciting action of bombs dropping, canopies sliding; tail, prop motion. Phantom Mustang has transparent plastic fuselage in 1/32 scale. Need 2 "D" batteries (not included—see page 404)

Mailable (3 lbs.)

Z36 J 5729 . Kit 5.98

CUTTY SARK KIT. Skilled craftsmanship and attention to detail make this plastic ship model the collector's choice. Contains 1-piece deck with molded cabins, rigging, vacuum formed sails, attractive display base, cement. 23x14x21/2 inches. Instructions included

Z36 J 5586. Mailable. (4 lbs.) ..... Kit 4.98

Road 'n show bike kits are fun .... both for 6.98

Two 1/8 scale plastic kits detailed chrome engines, wiring, fuel, oil lines, steerable front wheel, real rubber tires

Yamaha Scrambler: 10 in. long.

Chopped Hog: Interchangeable parts 12¼x7 in. high.

35 J 5590. (4 lbs.) . Kits 6.98

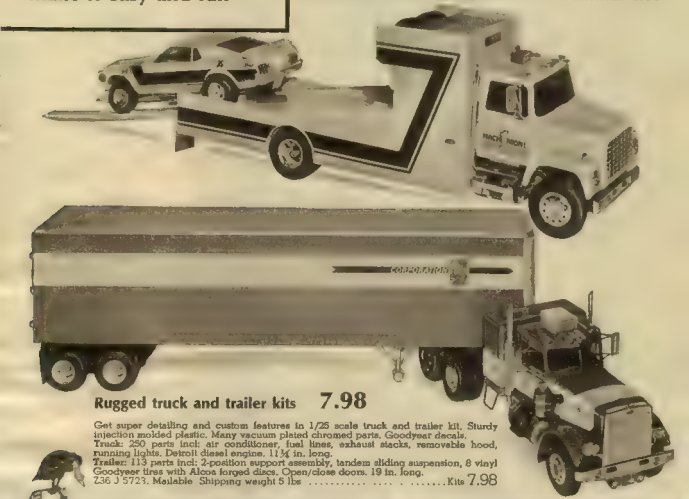
Your family deserves the best—this Christmas use Budget Power

You build 'em

step-by-step instructions make it easy and fun

Hauler and mustang racing car kits 6.66

Ford's truck and Mustang Racer kit in 1/25 scale. Plastic. Decals included.
Ford Car Hauler: 183 parts incl: transporter body, cab, ramps, tilting hood, chromed stacks, bumper, grille. V-8 diesel engine. 14 in. long.
Mustang Car Racer: 106 parts incl: Drag mags, vinyl slicks, 1-pc. tilt body, grille options, drag chute, front spoiler. "427" engine.
Z36 J 5724. Mailable. Shipping weight 4 lbs. ..... Kits 6.66



Rugged truck and trailer kits 7.98

Get super detailing and custom features in 1/25 scale truck and trailer kit. Sturdy injection molded plastic. Many vacuum plated chromed parts. Goodyear decals.
Truck: 250 parts incl: air conditioner, fuel lines, exhaust stacks, removable hood, running lights. Detroit diesel engine. 11¼ in. long.
Trailer: 113 parts incl: 2-position support assembly, tandem sliding suspension, 8 vinyl Goodyear tires with Alcoa forged discs. Open/close doors. 19 in. long.
Z36 J 5723. Mailable. Shipping weight 5 lbs ..... Kits 7.98

Famous Tom Daniels' customized designs ..... both for 9.98

Two classics in sturdy plastic by Tom Daniels. Fun to build and show.
King Chopper Daniels' pet condor perches atop easy bar of this customized Harley Davidson. Low slung body in 1/8 scale, oversized power plant. Indy oval tires, padded seat. Measures 15 in. long.
Big Red Baron. Giant 1/12 scale model with unique, chromed spiked helmet top, wide flaring exhaust tubes. Features exciting, authentic-look 1914 Mercedes aircraft engine. 9½ in. long.
Z36 J 5720. Mailable. Shpg. wt. 5 lbs ..... Both kits 9.98

Authentic giant sand hog dune buggy kit 4.98

Exciting giant dune buggy with chromed Corvair engine, fully detailed interior. Balloon flag tires for sand traction. One piece, gold flecked yellow body, chopped and raked with flagged antenna. Fully detailed interior, chromed reverse rims. Removable top; clear windshield. Finished model 14x8x9 in. high.
Z36 J 5725. Mailable. (3 lbs.) ..... Kit 4.98

GAS POWERED

cars that run...

planes that fly

[1] RED BARON AIRPLANE by Cox is an amazing stunt performer with a 30 ft. diam. flying circle! Climbs, dives, loops, powered by .020 gas engine. Of hi-impact red styrene. See Accessory Kit sold at right. 9¾x10x3½ in.
Z36 J 5732M. Mailable. (4 lbs.) . . . 7.98

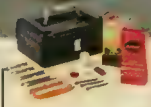
[2] CORSAIR 11 PROP FIGHTER by Cox. Easy to maneuver, responsive! Rubber band assembly; .049 gas engine, spring starter. Control handle, flight lines. "Chrome"-plated metal. Accessory Kit, right 15⅜x19x5¾ in.
Z36 J 5731M. Mailable. (5 lbs.) . . 9.98

[3] WORLD'S FASTEST DRAGSTER by Cox. Travels 400 scale mph . . drag parachute shuts off engine. 1/12 scale hi-impact plastic body; 4-to-1 gear ratio, front-load "wing", rear racing slicks. Powered by .049 gas engine. Accessory Kit sold at right. 15x7⅜x3¼ in.
Z36 J 5726M. Mailable. (4 lbs.) 11.95

[4] SHRIKE RACING CAR by Cox. This speedster has action of real racer! Rugged polypropylene body takes all the shocks of a racing day. Runs on .049 gas-powered engine. Prop driven, treaded rubber racing tires. See Accessory Kit, right. 13⅝x6½x5 in.
Z36 J 5598M. Mailable. (4 lbs.) 9.95

[5] DUNE BUGGY by Cox takes any terrain in stride with its hi-impact styrene body. Super powered by .049 gas engine with recoil starter, throttle control. "Customized" oversized carburetor, air filter, metal roll bar. Accessory Kit sold at right. 12x7x5 in.
Z36 J 5575M. Mailable. (4 lbs.) . . 14.95

[6] BAJA BUG RACER by Cox . . . shifts in or out of gear; runs fast, slow, straight or in a set area! .049 gas engine with throttle control, recoil starter. Mag wheels, semi-pneumatic tires, "chrome" parts; insignia. Plastic. Accessory Kit, right. 13x7¼x5 in.
Z36 J 5728M. Mailable. (4 lbs.) . . . 13.88



Accessory kit for gas power engines

Cox personalized kit for running planes, vehicles, at left incl: ½-pt. fuel, filter strainer, 1½ volt ignition battery, filler hose, glo-clip wires, wrenches, more. Plastic case. Initials included. Mail (4 lbs.)
Z36 J 5727M. 4.98

Budget Power can give your loved ones a Christmas to remember

MonArk All-Aluminum *Classics*

...Individually crafted for discriminating boat enthusiasts!

Classic! Here is striking beauty and rugged muscle, superbly combined with discriminating care for a quality that cannot be created through mass production.

Classic. It defines forever the ultimate in smooth, dry rides: The highly efficient cathedral hull . . . entirely welded of 1/8-inch marine aluminum with no rivets to loosen or shear, and covered with a tough vinyl acrylic finish that defies oxidation and staining. The interior styling features kaleidoscopic colors with the sheer luxury of wood grain dash and padded topside paneling. Outboard or inboard/outboard engines are available, depending on your choice of 17', 19' and 21' models.

Classic. The four models have a lot to offer: Sleeping facilities for four persons (21' day cruiser only) . . . seating capacities ranging up to six persons . . . mechanical steering . . . walk-through safety glass windshields . . . full-length vinyl carpeting . . . complete lighting systems . . . and loads of storage and luxury options!

Go ahead. Light the Classic fire of excitement—from MonArk Boats.

For the
MonArk
boats

P. O. Box 210 Dept. MB
Monticello, Arkansas 71655
AC 501 367-3348

Colorful symbols in plastic blocks

$4.99

Make medallions and key chains bearing one of the twelve signs of the zodiac. Just pour liquid plastic into desired mold and let set. Kit contains everything you need . . 12 reusable molds (one for each zodiac sign), ½ pint each of liquid plastic in 4 colors, 3 neck chains, 3 key chains, 6 pin backs and 6 rings.
49 N 21624–Wt. 2 lbs. . Kit $4.99

Mosaic-style Crystal Art

Make wall plaques, mobiles or figurines

$8.99

It's as easy as decorating cookies, and just as much fun. Just pour colored crystals into metal frames and bake on a cookie sheet in the oven. There's less mess because you create with solid crystal form . . . liquidizes and hardens in frame. Set includes 6 frames (dog, fish, butterfly, flower, cat, grapes) and six 4-ounce containers of colored crystals. Frames range from 4 to 6 inches high. Shipping weight 3 pounds 12 ounces.
49 N 20475 . . . . . Kit $8.99

Glow-in-the-dark Crystal Cast

$7.99

Now you can float treasures in a sea of clear or colored plastic that glows in the dark! Combine 2 liquid plastics, pour into mold, add non-toxic "Glo-render", let harden about 7 hours. Set contains 16 molds, jewelry settings (for cuff links, earrings, pins, Tiki pendant, tie clasp), 3 bottles of colors, 2 bottles of liquid plastic, mixing stick, paper cups. Shipping weight 4 pounds.
79 N 21757C . . . . . Set $7.99
Crystal Cast Refill. One 7½-oz. and one 2½ oz. bottle. Shipping weight 15 ounces.
49 N 20332 . . . . . Pkg. $2.79

Span-Craft

$4.44

Make all kinds of flowers using the forms included. Liquid plastic hardens on contact with air. Then paint them with one of 4 enamel colors. Set has approximately 100 wires, 4 petal forms, plastic foam, plastic planter, brush, florist tape, a 7-ounce bottle of liquid plastic, and a 4-ounce bottle of paint thinner. Shipping weight 2 lbs. 2 oz.
49 N 20322 . . . . . Set $4.44

MONSTER MAKER

Mold them, wind them up and watch them go

$14.99
2 Monsters

As they walk, "Dr. Shriek" takes his head off, and "Hairy Harry" swings his club. Set includes a heating unit, molds, 2 handles, 2 wind-up motorized bodies, 4 unmotorized bodies, two 2-ounce bottles of Superplastic™, accessories. UL listed for 110–120-volt, 60-cycle AC. Shpg. wt. 8 lbs.
79 N 20218C . . . . . Set $14.99
Superplastic Refills. Four 4-ounce bottles. Shipping weight 1 pound 9 ounces.
49 N 21802 . . . . . Pkg. $3.49

1 Mattel's HOT WHEELS® Factory. Plastic heating unit (12x8x14 in.), six 2-pc. molds, 40 hot wheel assemblies, 40 assorted plastic pellets, 10 chassis weights, 2 mold clamps, accessories. UL listed for 110–120-v., 60-c. AC.
49 N 20142—Shipping weight 7 lbs. . . . . Set $13.99
HOT WHEELS Indy Trail. Make track, camper, Indy race car, and trailer. 2 molds, 12 assorted Plastix, 16 Hot Wheel assemblies, custom trim incl
49 N 20162—Shipping weight 14 oz. . . . . Set $2.99
HOT WHEELS Accessory Pack. Makes 4 custom cars. 16 hot wheels, 40 axles, 4 chassis, custom trim.
49 N 20221—Shipping weight 4 oz. . . . . Pkg. $1.29
Plastix Refills. 60 assorted Plastix pieces.
49 N 21843—Shipping weight 1 lb. . . . . Pkg. $2.87

2 Doodley-Doo. Squeeze out a flower or clown . . or write your name on a foil sheet with a tube of colored plastic fluid. Bake in oven for 10 minutes (at 300°) to make it permanent, let cool, and peel. Set contains 5 tubes of colored plastic fluid and 2 patterned aluminum-foil sheets.
49 N 21626—Shpg. wt. 1 lb. 8 oz. . . . . Set $2.77

3 Mini-Cactus Terrarium. Fascinating, fun to raise, and decorative. Includes a clear plastic terrarium (10 in. high, 8-in. diam.) for controlled atmosphere, special formula soil, landscape accessories, redemption coupon to send for four 1 to 2-year-old growing cactus plants, and instructions.
49 N 21627—Shipping weight 2 lbs. . . . . Set $4.49

Mini-Mini Hothouse

$7.99

Grow houseplants, flowers, vegetables, even a tree

No soil mess . . 32 gro-blocs contain ingredients to start plants from seeds or cuttings. Pre-set molded plastic heating tray with plastic dome maintains ideal climate, while water-soluble fertilizer speeds growth. 12¾x8¾x5½ in. high. 10 seed packets, 2 transplant trays. UL listed, 110–120-volt, 60-cycle AC. Shipping weight 1 pound 12 ounces.
49 N 21626 . . . . . Kit $7.99

MonArk All-Aluminum *Classics*

...Individually crafted for discriminating boat enthusiasts!

Classic! Here is striking beauty and rugged muscle, superbly combined with discriminating care for a quality that cannot be created through mass production.

Classic. It defines forever the ultimate in smooth, dry rides: The highly efficient cathedral hull . . . entirely welded of 1/8-inch marine aluminum with no rivets to loosen or shear, and covered with a tough vinyl acrylic finish that defies oxidation and staining. The interior styling features kaleidoscopic colors with the sheer luxury of wood grain dash and padded topside paneling. Outboard or inboard/outboard engines are available, depending on your choice of 17', 19' and 21' models.

Classic. The four models have a lot to offer: Sleeping facilities for four persons (21' day cruiser only) . . . seating capacities ranging up to six persons . . . mechanical steering . . . walk-through safety glass windshields . . . full-length vinyl carpeting . . . complete lighting systems . . . and loads of storage and luxury options!

Go ahead. Light the Classic fire of excitement—from MonArk Boats.

MonArk boats

P. O. Box 210 Dept. MB-2
Monticello, Arkansas 71655
AC 501 367-3348

Step
into next
Century
Century
THE THOROUGHBRED FLEET

A SEA OF ISLANDS, 50 MILES FROM FLORIDA.
The Abacos.
Famous for shipbuilding. Duck shooting.
and the charming nearby islands of Spanish Wells and Harbour Island.
New Providence.
For Nassau and
and the largest Straw Market in the world.
With their pink flamingos and gleaming salt flats.
680 feet deep.
Cat Island.
Loyalist plantations, flower-covered, and standing in semi-ruin.
Walk in the footsteps of Christopher Columbus.
For the famous international Bazaar and an opulent Casino.
of the world.
The Exumas.
The most mystic spot on earth for boating.
Great Harbour Cay and housefishing and a huge marina.
With an incredible underwater reef, the 2nd largest in the world.
1970 "Yachtsman's Guide to the Bahamas"
information. Send your name, address and $2.00 plus 50¢ postage and handling to: Bahama
Dept. YG 2 8 Southeast First Street Miami Florida 33131
BAHAMAS
Nassau · Freeport · 700 Out Islands

NEW! Full Size HouseBoating For Under $10,000

Nauta–Line 28'–The Biggest 28 Foot Boat Afloat!

They said it couldn't be done!
Build a quality 28' HouseBoat with all the living space, comfort, and convenience of a 35' cruiser.
And build it for under $10,000!
If you've always wanted the fun, comfort, convenience and excitement of HouseBoating but felt you couldn't afford it. . .
Now you can!
Nauta-Line's new 28' model gives you the best of both worlds.
HouseBoat comfort, convenience and living space with Yacht styling and performance. . .at about a third the cost of a similar hull length boat
This is a Full Size HouseBoat . .not a mini.
Full 28'9" overall. Full 11'6" beam. Full head room for the tallest skipper. No stooping, no crowding, no sliding past one another to move around.
Nauta-Line's exclusive interior design lets the dinette slide away quickly and easily. Bunks fold down and the double bed folds away
It opens the interior up to the largest, brightest living and fun room of any boat in its size
It has all the space, comfort, and conveniences of many 35' cruisers. . .
And they have to call them "Sedans" to match our room!
It sleeps six full grown adults in perfect comfort.
Designed for women, the spacious and complete kitchen and bathroom are located aft for more living room.
Fantastic storage areas extend your cruising time and fun. There's storage under everything! There's even a storage room under the pilot house for big bulky storage.

Large picture door entrance to the pilot house and rear patio door to the spacious cockpit make her the most open, airy, brightest boat afloat
Interiors are sleek and loaded with luxury. Easy-clean vinyls, bright work inside, and all fiber-glass exterior reduces maintenance and work to a minimum
We've retained Nauta-Line's classic lines that have made her the most copied boat afloat.
Because safety is important, Nauta-Line adheres to or exceeds NFPA, YSB, BIA, and U. S. Coast Guard recommendations
Safety glass is used throughout, not just in the windshield as in some competitive models.
Handrails are waist high and extra sturdy. Decks are flush and non-skid.
Should you give your family less?
What's more, it's easier to buy a Nauta-Line than ever before
For the same amount of money you'd spend for a small boat. . .you can skipper a Full Size 28' Nauta-Line
Your Nauta-Line dealer has a financing plan to make it easy for you to become a proud Nauta-Liner
And Nauta-Line's exclusive "Foremost Protection Plan" gives you "Full Insurance Coverage" anywhere in the Continental United States.
Compare the new 28' Nauta-Line for yourself. Compare styling and performance. Compare convenience, luxury, quality construction and most of all, living space
We've run out of space in our ad but not out of space in the new 28' Nauta-Line. See it. . . you'll believe it. . .and agree that Nauta-Line is More than a HouseBoat. . .More than a Yacht. . . a Breed apart.

CONVERT–ABILITY! Nauta-Line's unique slide-away, fold-away interior design converts from a spacious dining area, an upper and lower bunk and a double bed into a huge recreation room for more family fun!

New 28' Nauta-Line for '70 . . . $ 9,995.
New 34' Nauta-Line for '70 . . . $11,995.
New 43' Nauta-Line for '70 . . . $21,495.

MORE THAN A HOUSEBOAT . . . MORE THAN A YACHT . . . A BREED APART

NAUTA LINE
NO. 1 IN HOUSEBOATS
M 8570 NO. 1 NAUTA-LINE DRIVE
HENDERSONVILLE, TENN. 37075

Nauta-Line '70...A Breed Apart!

More Than a HouseBoat...More Than a Yacht

Now you can have the best of both worlds . . . HouseBoat comfort, convenience and living space with Yacht styling and performance . . . at about a third the cost of a similar hull length boat.

Nauta-Line, the creator of the HouseBoat Revolution again sets the comparison standard for all boats.

Until now, if you wanted living space, comfort and convenience, you settled for a slow poke scow.

Nauta-Line 34' sleeps six full grown adults (two more in the optional stateroom).

It pulls waterskiers with ease and performs like a wild mustang.

Until now, if you wanted a sleek looking, high performing yacht . . . you had to settle for cramped accommodations.

Nauta-Line's classic lines make her the most copied boat afloat.

Loaded with unbridled luxury, Nauta-Line gives you real family living space, modern kitchen, bathroom, full size beds, plenty of living and fun room and storage for every member of the family.

Because you want convenience with your luxury, Nauta-Line gives you an easy-clean vinyl and mahogany interior . . . Thick rich carpeting, luxurious fabrics and brightwork.

Because safety is important, Nauta-Line adheres to or exceeds NFPA, YSB, BIA and U.S. Coast Guard recommendations.

Because you want value, Nauta-Line's quality goes deep.

Check outside, inside . . . all the hidden places, than make your decision.

Judge the new Nauta-Line for '70 yourself.

Use any comparison with any boat in the same hull length.

Compare convenience, luxury, quality construction, living space.

Compare styling and performance.

If you're not convinced . . .

Compare our prices!

You'll agree Nauta-Line did everything to bring you total boating fun and to make Nauta-Line '70 . . . a Breed Apart

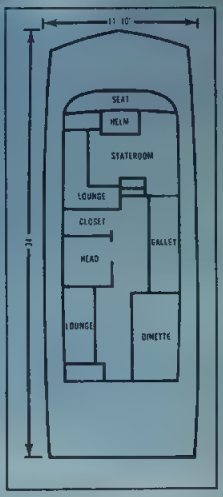
New 34' Nauta-Line—$11,995

New 43' Nauta-Line—$21,495

It's easier to buy a new Nauta-Line than ever before Your Nauta-Line dealer has a financing plan to make it easier for you to be a Nauta-Liner.

And Nauta-Line's exclusive "Foremost Protection Plan" gives you "Full Insurance Coverage" anywhere in the Continental United States. Write today for FREE question and answer booklet.

FREE! The Wonderful World of HouseBoating, a colorful fact filled booklet on HouseBoating. At your dealer or write.



A BREED APART ...

NAUTA-LINE

NO. 1 IN HOUSEBOATS

MD470 NO. 1 NAUTA-LINE DRIVE
TENN. 37075

DIVISION OF BLACKHAWK BOAT COMPANY

A BLACKHAWK COMPANY

NAUTA-LINE... LOWERS YOUR COST OF LIVING IT UP!

Look at the Big Brawny 34' Nauta-Line below. Your first thought: "Great... but out of my class."

Don't you believe it!

That's what Nauta-Line is all about.

Giving you more go... more show... more boating fun and life at less than half the price.

The "Seasoned Skipper" rule of thumb says a big boat costs about a thousand dollars a foot of hull length. (Some cost a lot more!)

By normal rules, the 34' Nauta-Line shown should cost around $34,000.

Would you believe $11,995?

Now you can have the best of both worlds. HouseBoat comfort, convenience and living space with Yacht styling and performance... at about a third the cost of a similar hull length boat!

Nauta-Line 34' sleeps six full-grown adults (two more in the optional forward stateroom).

It pulls water skiers with ease and performs like a champion.

Nauta-Line's classic lines make her the most copied boat afloat.

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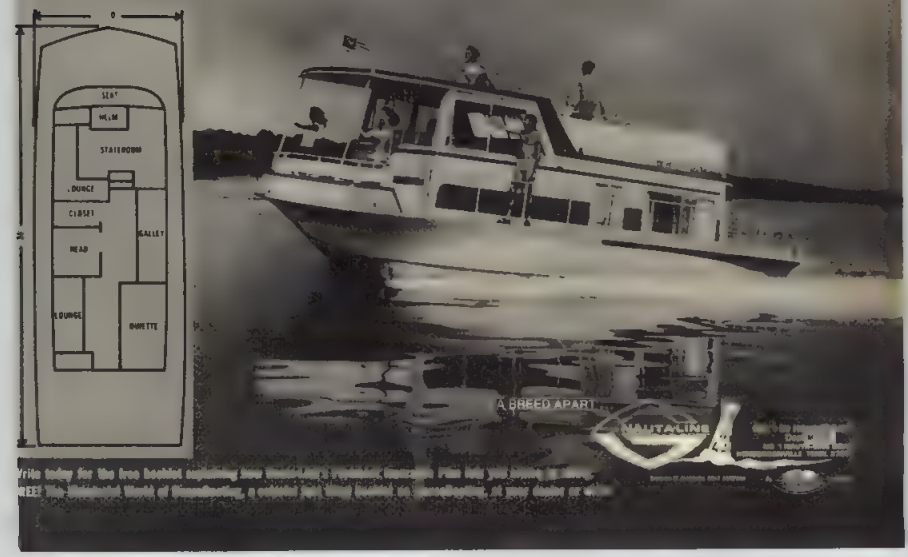

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Sea Eagle, the sporty fisherman, is quoted at $6,045 with a 120-hp OMC, and a self contained toilet, piped for dockside servicing, is offered at $200. (The toilet is located under the helmsman's conning tower.)

Old Town Canoe Co., Old Town, Me. 04468.

AQUASPORT

Added to this fleet is a 19-foot outboard fishing boat that gives almost 19 feet of usable interior space. She's the Aquasport 19-1 Osprey, designed with wide open layout for maximum utility and safety.

Unsinkable and self-bailing, 19-1 has a number of features that make her a comfortable family boat as well as a functional fisherman. Forward there's a high, wide casting platform great for seating kids or for spinning. It has a big, molded-in icebox and bountiful underneath stowage. The console has a shelf for dry storage of small gear plus under-seat storage. Permanent fuel tanks for 36 gallons give the boat a 100-mile range. Space between deck and bottom is filled with solid polyurethane for positive flotation.

Aquasport's 19-1 for anglers

Aquasport, Inc., 8205 W. 20 Ave., Hialeah, Fla.

AUTOCOAST

" . . Hitting speeds in excess of 50 miles an hour, Marauder's stability was phenomenal . . ."

Those remarks from her designer sum up the 24-foot 4-inch fiberglass runabout. The designer was giving the fast boat a first shake-down.

Marauder is powered by twin 302-cu.-in. Holman & Moody's, accommodates four and can operate over a 250-mile range. The 450-hp power system applies power to counter-rotating outdrive propellers. The twin 302's can be replaced by a single 390-cu.-in. engine at the customer's option.

It is claimed that the boat planes just above idle and rises gently to 40 miles an hour cruising speed.

Autocoast, 1974 Placentia Ave., Costa Mesa, Calif. 92627.

ALUMA CRAFT

Four new runabouts are added to the line this year, all are fiberglass. A 16-foot sterndrive, Kingston 1600 runabout, is new, as is a versatile 15-foot tri-hull outboard runabout offered in three different models: 1500, 1500D, and 1500S. Each is designed to give the sportsman a cockpit layout best suited to his particular needs.

Catalina Queen, 18' Alumacraft

Several tri hulls are also offered. Biggest is the 19-foot aluminum Catalina Queen. She's unusual because of her large size and hull configuration in aluminum.

Two smaller outboards in fiberglass, the 15'4" Bali and 14' Alora are good family boats and typify what Aluma Craft refers to as "Young At Heart Boats."

Aluma Craft Boats, 1515 Central Ave., Minneapolis, Minn. 55413.

AERO CRAFT

Fiberglass runabouts and utilities from 14' to 21' and aluminum boats from 17' down to 8' make up this group of outboard and outdrive boats. Hulls are deep-vee, Acrofoil, tri-hull, and conventional.

One larger aluminum outdrive is

(Continued on next page)

New Jersey Boat Works, Inc.

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captain will also get to skipper the 71 in the next single-handed transatlantic as well.

As to the above mentioned one on another boat, it's glory all the way. Showing his opponents in the Labour Party what a man can do if he really puts his shoulder to the tiller, Ted Heath, leader of England's opposition Tory Party, won the rough and tough Sydney to Hobart race in Australia. Up until this race a sailing dinghy man, Mr. Heath skippered his 34-foot sloop, *Morning Cloud* to victory. Although this is in no way a political race, it may just form a tiny morning cloud on Labour's horizon

How Costly IS a Queen?

All queens can be expensive, even fleshly ones (whose L.O.A , asleep, may be only a little more than five feet).

Since Dec. 1967 Long Beach, Calif. has harbored the once-proud dowager of the Cunard Line, *Queen Mary*. She had originally cost Long Beach 3.4 million dollars, when the California seaboard city was announced winner over 18 bidders on July 24, 1967 by Lord Mancroft of Cunard, in London. Later, her paid passenger list of more than 1,093 (top passage at $3,000) offset costs of her last, long voyage from Southampton to Long Beach

So far, so fair. Expense vs. returns particulars hadn't been too carefully estimated, however, when Long Beach jumped on the bidders' bandwagon. There just hasn't been time. When they finally emerged they weren't too bad—$14,750,-000—considering that they hoped to take in around $2 million annually in return

Then, the expenditure estimates grew, and they grew, while the great liner with a soul ("she had character and a warmth that even the *Queen Elizabeth* never possessed", people who had travelled on both liners have claimed) lay at dockside in throes of lengthy and major surgery. She

(Continued on next page)

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use a heat exchanger and a recirculating coolant have been developed for extended engine life.

Kiekhaefer Mercury meets the challenge to produce quality marine propulsion products head on. Through design it has worked out a successful compromise whereby the factors of economics, public safety, reasonable service life, easy maintenance and operation are properly balanced.

METALS

In order to gain the most benefits from the properties of different metals, it is necessary to combine them into alloys. The metals that are now used in company-built engines and drives are the most practical, economical and suitable materials available for marine use. Research efforts conducted in Kiekhaefer engineering and testing centers will continue to develop and apply better metals.

Aluminum is by far the most desirable metal for outboard motor and stern drive unit construction. It has many useful properties such as high strength-to-weight ratio, ease of forming, abundance and is easily alloyed. When properly treated, aluminum will resist both salt-water attack and atmospheric oxidation. Although it can be attacked by galvanic corrosion and stray current corrosion, aluminum can be made relatively immune by chemical treatment and a good paint finish. Careful alloy selection is a must. All external parts are made of the highest grade marine aluminum available.

Aluminum parts are produced in the company's own modern die cast and shell mold foundries. The molten metal is regularly sampled to assure that its composition is of consistent high quality. Metals exposed to corrosive attack are selected and processed with care. Chromenickel stainless steel is used for fastenings and propeller shafts. Zinc is used for sacrificial trim tabs and plates. Cast iron exhaust manifolds, though more costly than aluminum, are installed on MerCruisers because of compatibility with the cast iron engine and resistance to the corrosive effects of heated salt water.

PLASTICS

In searching for suitable materials, engineers often experiment with plastics. While plastic parts are a small percentage of the engine and drive unit construction, they are carefully considered before acceptance. Plastics are used for outboard thumb screws, water pump housings, and carburetor choke shutters. They are also used on Quicksilver remote control and steering assemblies and linkages. Plastics are chosen for corrosion resistance, strength, style

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is known is that she inspired a virtual armada of wide shoal boats, including the aforementioned Block Island and Bermuda Forties.

Throughout the decade the major races continued their biennial outings. Events worthy of note during the period: *Carina* winning two Transatlantics and two Fastnets in 1955 and 1957; *Bolero* setting a new course record to Bermuda—70 hours, 11 minutes (1956); Ted Sierks spending over thirty hours in the water during the Transpac of 1951, *Fleetwood* dominating the Chicago-Mackinac races throughout the period; *Morning Star* dropping the Transpac record to 9 days, 15 hours in 1955, but losing as the 39-ft. ketch *Staghound* won for a second straight time; and the demise of the St. Petersburg-to-Havana race as the decade ended.

The Tahiti Race was resurrected during the fifties, too. In 1956, *Novia Del Mar* was the first to finish in 21 days, but *Jada* saved her time with ease.

Also saving her time, but in a different race in a different year, was Bill Luders' *Storm*. The race in question was the 1959 race around the Vineyard. In winning by handicap, *Storm* pointed out rather dramatically some loopholes in the measurement formulas—she sailed the course without a mainsail.

The Swinging Sixties commenced with an outing for skippers with crew problems: the single-handed Transatlantic Race. Inspired by Chief Rugged Individualist Blondie Hasler, who practiced his trombone while his junk rigged *Folkboat* sailed herself, all of them made it across safely. Sir Francis Chichester was, of course, the winner.

The year of the Tiger, the *Paper Tiger*, winner of the SORC, was 1961, the year that a fiberglass boat moved into the winner's circle for the first time. The race was the Newport to Annapolis Race, and the boat was Newbold Smith's sloop rigged Block Island 40, *Reindeer*. It was also the year that only 48 of 103 starters finished a stormy and frigid Block Island Race. Pierre DuPont's big, rugged *Barlovento* won. (Someone said they thought for awhile she was going to have to drop out, too: the steam heat was acting up.)

By 1962 the new boats were coming thick and fast, but the gallant old *Niña* still showed there was life in the old girl by leading the fleet to Bermuda. *Paper Tiger* repeated her triumphs in the south, but fared poorly on the Bermuda run.

Her SORC laurels were taken away the next winter by *Doubloon*, owned by Joe Byers. Byers started north in 1964 to sail *Doubloon* to Bermuda. But it was not to be: caught offshore in a severe storm, she was flipped twice and stripped down to the deck.

By this time, the globe-trotting *Ondine* had won her first Transatlantic race (1963), a victory she repeated in 1966. The win was another well-earned triumph for her owner, Sumner (Huey) Long, but the real star of the 1963 Transatlantic was *Dyna* and her resourceful skipper Clayton Ewing. The passage was a rough one, and while still more than a thousand miles away from the finish, *Dyna's* rudder parted company with the boat. By consummate seamanship, Ewing and his stalwarts sailed her the rest of the way, steering her only by juggling sails.

The Bermuda Race the next summer, 1964, was taken by the smallest boat ever to win, the 38-foot *Burgoo*, owned by Milt Ernstoff. She was also the first fiberglass boat to win this classic, and she was driven, as she was driven to her second place in 1962, by a crew composed completely of Herreshoff S Boat skippers from Narragansett Bay. Great helmsmen all, they stood rotating twenty-minute tricks at the wheel. *Burgoo* never had a chance to lose.

(Continued on page 122)

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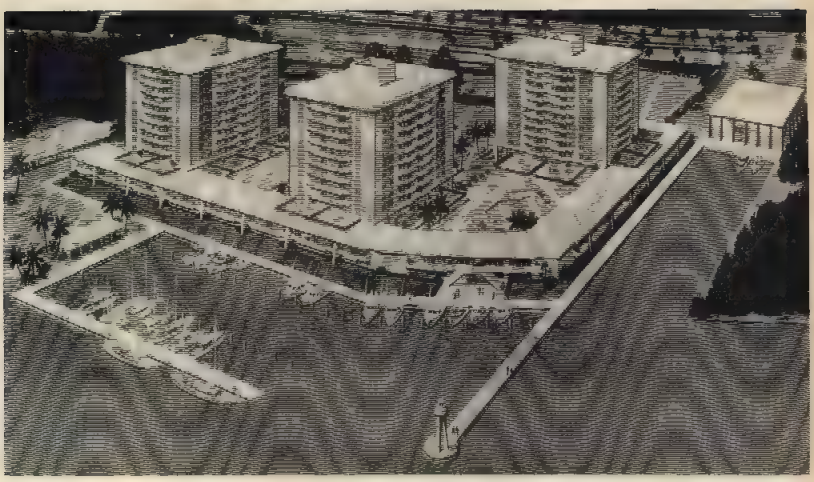

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For residential enjoyment the Cove is the living end! Three 12-story towers with interlacing garden apartments will rise first in this Condo-Marine Residency. This initial phase of the 60-acre land journey will also include a 40-slip marina with lighthouse at jetty's end, dry dockage, a heated swimming pool, tennis courts, saunas, a barber shop, beauty salon and cocktail lounge.

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Anyway, Boeing started in the foil field with an experimental runabout, graduated to a pickle-fork test-bed thing, progressed to another electronic monster bristling with sophisticated devices, and finally perfected the gunboat *Tucumcari* now in service for the Navy in Vietnam.

A proposed sister ship already has been designed for commercial use. It's slated to haul 190 passengers in three-level, water-jet-propelled style between Honolulu Airport and Waikiki at speeds to 50 mph, or possibly higher. Cost is set at $3.38 million, or three for $10 million for fleet purchase. Delivery within 24 months.

First possible taker will be Kentron Hawaii, Ltd. Kentron, subsidiary of Ling-Temco Vought, presently operates Navy Kauai underwater range and several other Pacific projects. Currently Kentron is trying to solve the 20-minute bus travel time from airport to Waikiki because it stretches to an hour or more in rush or confused traffic. Kentron figures it can haul people and baggage for about $4 per head over the nine-mile water route in 12-15 minutes on the 87-foot foilship.

Mr. Motorboating USA?

Such is the lure of the sea and of ships that it is commonplace to find a votary—one who eats, sleeps, works, and plays at boats and boating—the extraordinary is found only in the degree. Alan Kennedy's monomania makes him a strong candidate for the most boating-oriented individual of the year—Mr. Motorboating USA. It's boats all the way for him, at work, at home, and at play.

Work? Alan Kennedy is managing K-R Communications, Inc., marine electronic specialists in St. Paul, Minnesota. He sells and services most of the communications equipment installed on boats in the Twin Cities area and consequently he is on and about boats all day, every day. He is constantly in touch via radio telephone and CB radio, even when at home.

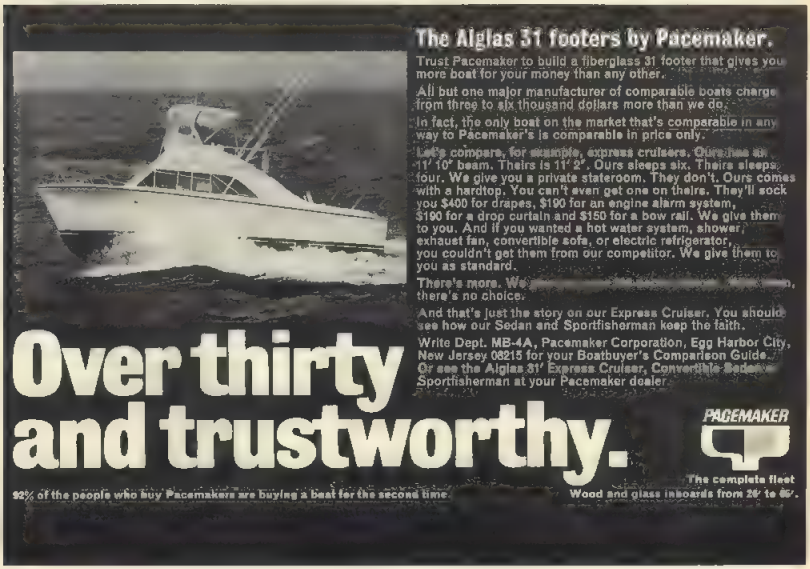
Home? That's a steel barge, formerly a quarter boat for the Corps of Army Engineers. Kennedy replaced the superstructure with a new 14' x 68' house trailer, fully furnished. After selling the superfluous wheels, axles, and undercarriage of the trailer and bolting the body to its new mobile base, he estimates a total investment of $12,000 for a fully furnished, three-bedroom waterfront home—mobile, and with grand piano!

Hobbies? Restoration of a 68' raised-deck power cruiser built by the Matthews Boat Company of Port Clinton, Ohio, in 1911 which has got to be a large undertaking. So what does he do for a change-of-pace project? He reconditions an early diesel stern-drive runabout which will eventually serve as a push-boat for the houseboat.—*By Jack Seville*

Sailing Upwind

Because the America's Cup Race is sailed on the U S east coast, west coast sailing may seem insignificant. Not so. As evidence, the Victoria Maui International makes its third start in July, yet to date 18 yachts already have entered or indicated intention to enter and 30 names are in the crew pool. The boats, to date, are: Killam's 74' ketch; *Mary Bower*, 49' sloop; *Gabrielle II*, 48' sloop; *Porpoise III*, 47' sloop; *Summer Winds*, 47' sloop; *Penelakut*, 45' sloop *Long Gone*, 42' sloop; *Potlatch III*, 38' sloop; *Cubara*, 37' sloop; *Diamond Head*, 73' yawl, *Athene*, 63' yawl; *Sir Pack*, 50' sloop; *N/A*, 50' sloop; *Moonglow III*, 40' sloop; *African Star*, 35' cutter, *Rasalhague*, 30' sloop, and others.

(Continued on next page)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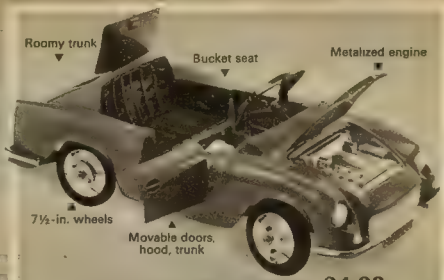

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W36 J 3186. Shpg. wt. 27 lbs. . . . 14.95
HOW TO ORDER TRICYCLES measure child's leg reach from crotch to ball of foot.

TOWN 'N COUNTRY WAGON . . . tough-est on the road! Steel chassis, hardwood body and stakes 38x18x10 in high, removable sides. Extra sturdy undercarriage. Semi-pneumatic 10-in. puncture-proof tires Assembles easily
W36 J 3135. Mailable. (43 lbs.) 18.95

GTO "MAG WAGON . . . a real pace-setter Rugged 1-pc body heavy stamped steel undercarriage 10-in "mag" wheels with double disc-styled 4½-in tires — semi-pneumatic puncture proof 34½x16x 41½ in high Easy assembly
W36 J 3136 Mailable (32 lbs.). .9.95

MIGHTY CASEY RIDE 'EM RAILROAD

with rechargeable battery

Deluxe Set **49.94** Basic Set **39.94**

Be your own engineer . . . toot the horn, drive this model train yourself! The Deluxe Mighty Casey Diesel Set includes giant engine with safety stop, forward/back control. Also comes with sliding-door box car and gondola car . . . three units measure almost 4 ft. long overall. Run around 8½-ft oval track. Plastic 6V rechargeable battery and charger incl.
M36 J 3100. For 3 to 8 yrs. Mailable (30 lbs.) . . . . . Set 49.94

Mighty Casey Diesel Basic Set. Comes with motorized engine only, as above (24x9x8 in.). Incl. 6V battery, charger. 8½ ft. of track.
M36 J 3109. Mailable. Shpg. wt. 25 lbs . . . . . Set 39.94

GAS POWERED 2.5 HP MINI DUNE BUGGY

with super features!

With 2.5 hp engine **249.95**

Easy for kids to handle yet big enough for adults! Auto type steering . . . speeds to 15 mph. Centrifugal force clutch, pneumatic tires. 13x5.00x6 front, 16x6.50x8 rear. 68x38x24 in. high. Tecumseh 4-cycle, 2.5 hp engine. Color: Blue/White. Sh. wt. 134 lbs.* . . .
M36 J 7300. . . . 249.95

Deluxe Torque-Drive Dune Buggy†. Car as above with 4 hp engine . . . speeds to 22 mph. Greater torque for maneuverability, rough terrain, hill climbing. Gold/Black. Sh. wt. 136 lbs.*
M36 J 7301. . . . . 299.95

*Freight from Chicago house or from factory in Fremont, Nebraska, whichever nearer. Allow 2 weeks.

†NOTE: Mini Cats above are not for racing or use on streets, highways or sidewalks — cannot be licensed.

Design Showcase

A staunch entry in the seagoing yacht stakes is the imposing

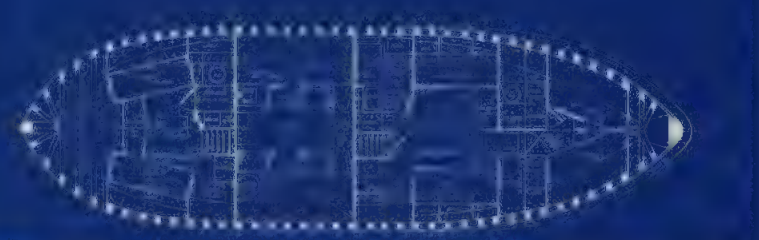
PENGUIN 52

Displacing 35 tons, the 52-foot trawler yacht built for Worldwide Marine by Malahide Shipyard, Dublin, Ireland, offers unusually spacious accommodations for six in three staterooms (and a seventh on the saloon settee). Her oceangoing origins allow a nine-foot freeboard forward and 6'7" aft, plus big decks all around. Flying bridge is standard, and the long list of equipment in the East Coast delivered price of $119,500 includes an 11'6" Dell Quay dory, Westerbeke seawater distillation plant, Vosper mini-fins, air-conditioning, autopilot, single-sideband and VHF-FM radios, Decca 101 radar, washer-dryer, 16 cubic foot refrigerator, and a good deal more.

All of it is contained in an Iroko teak hull whose planking is 1¾" thick. Power is from a 120-hp Caterpillar D330-C Turbo diesel at 2,000 rpm, the Penguin has a cruising range of 1,400 miles at a steady 8½ knots. She carries 600 gallons of fuel and 400 of fresh water.

LOA . . . . . 52'
Beam . . . . . 16'4"
Draft . . . . . 6'
Displacement . . . . . 35 tons (cruising trim)

Write: Worldwide Marine, suite 232, 7070 Collins Ave., Miami Beach, Fla. 33160



Penn Yan TUNNEL DRIVE™*

* Patents Pending

brings you the 23-footer that makes you think you're in a 30-footer

Big boat beauty, ride and comfort, *plus 64 sq. ft. of stern cockpit space!* When hard-to-please fishermen see our 23′ Avenger Sportsman with hardtop, Tunnel Drive, efficiency cabin and flying bridge their eyes pop with amazement. "How can you pack so much equipment and living space in a 23-footer," they ask "and still have such a big, wide open stern cockpit?" First, the beam is 9½′ wide, not 8′ like other 23-footers. You get 35% more square footage overall, (an 8′ beam boat would have to be 28′ long to compare in space) Plus, our exclusive Tunnel Drive lets us mount the engine much lower and provide a 100% usable flush deck with motor hatch No motor box Spaces have been planned to give you a precision fishing machine balanced with cruising comfort for about $1000 less than our nearest quality competitor

Other leading quality features which appeal to skilled experienced boatmen are

- Sea Track Deep V-Hull. One of the most rugged seaworthy comfortable riding hulls in the industry. Hand-laminated fiberglass, lapstrake, extra heavy girder-reinforced
- Exclusive Tunnel Drive Drive shaft and propeller are recessed *above the keel line* inside a specially engineered hydro-dynamic tunnel in the Deep-V hull Draft is only 14″. No projecting props to drag or snag You get extra power, extra speed, extra efficiency. And Tunnel Drive costs less to buy, less to operate.
- Living areas include galley, four-adult dinette, forward compartment with V-berths and toilet
- Cruising range in excess of 200 miles (with lower h.p. motors).
- Available also in Open, and Cuddy Cabin Models
- Stern Drive is also available on all Avenger Models

For complete specifications on Model ASM Avenger Sportsman illustrated (Flying Bridge is optional) see your Penn Yan Dealer now. Write for Catalog No. 70-3, Penn Yan Boats, Inc., Penn Yan, N.Y 14527

Penn Yan 18′ SABRE
New exclusive Tunnel Drive pow
ered for fast getaway & high speed boat into the 70's with
a thrilling new power flight on water..
thrust to top speeds in
in deck, walk-thru windshield
Tunnel Drive Model SM for
for 135 h.p. Ask your Penn Yan Dealer for
free drive-it-yourself demonstration

30 HOUR MUSICAL ALARM . . . gilt color ornamentation, metal ring top, distinctive luminous dial, 6¼x4". Wt. ½ lb.
05A-12206—Ivory
Retail $14.95 Only **$10.95**
05A-12389 Black
Retail $14.95 Only **$10.95**

30 HOUR TWIN BELL MOD ALARM
BIG MOMENT . . color your life. Bright psychedelic color cases, lively mod dials. Luminous hands, dots, 3¼x2¼". Wt. ½ lb.
05A-12222 Pink Ret $7.95 . . Only **$5.55**
05A-12397 Yellow Ret $7.95 Only **$5.55**

30 HOUR NIGHT LIGHT TRAVEL ALARM
NIGHT LIGHT . . . brilliant at night Push button lights up time in darkness. Leather-textured finish case, battery and extra light bulb. Gilt figures, luminous hands, dots, features front set visual alarm 3 5/8x2¾" Black Wt. ¼ lb
05A-12109 Retail $10.95 Only **$6.95**

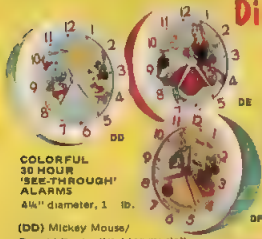
30 HOUR BOUDOIR ALARM SUGAR PLUM . . . sweet on the eye. White case with red rose decorations, gilt finish metal trim. Black roman numerals, luminous hands, dots 3-7/8x3¼". Wt. ½ lb.
05A-12214—Ret $9.50 . . . . . Only **$6.55**

40 HOUR MOD TRAVEL ALARM SPOTLIGHT . . . get hep, get going! Mod alarm in colorful flower print cloth finish case, luminous tip hands hour dots. 2-7/8 x 2¾". Wt. ½ lb.
05A-12192 Blk., Ret $8.50 . . Only **$5.85**
05A-13105 Blu., Ret $8.50 . . Only **$5.85**
05A-13113 Grn Ret $8.50 . . Only **$5.85**

30 HOUR TRAVEL ALARM CELEBRITY . . . Leather textured finish case, black figures luminous tip hands, dots Exclusive front set alarm feature 3 1/8 x 2-7/8" Tan. Wt. ½ lb.
05A-12095—Retail $6.95. Only **$4.25**

40 HOUR TRAVEL ALARM WINNER . . . Leather textured finish case, gilt figures, luminous hands, dots. 3½ x 2¾". Brown. Wt. ¼ lb
05A-12125 Retail $8.95 Only **$6.15**

Disney Clocks...Perfect Gifts for all Youngsters...



COLORFUL 30 HOUR 'SEE-THROUGH' ALARMS
4¼" diameter, 1 lb.

(DD) Mickey Mouse/ Donald Duck "making music".
05A-12230 Retail $12.95 . . . . . Only **$8.95**

(DE) Cinderella and friends.
05A-12257—Retail $12.95 . . . . . Only **$8.95**

(DF) Mickey Mouse/Donald Duck "feats of magic".
05A-12249—Retail $12.95 . . . . . Only **$8.95**

CORDLESS BATTERY OPERATED WALL CLOCKS FEATURING BAKED ENAMEL CASES
Mickey Mouse . . Brighten any home, distinctive figures, red hands, 8½' diameter. Wt. 2 lbs.
05A-12265—Retail $15.95 . . . . . Only **$12.95**

Cinderella (not illustrated, round shape).
05A-12273—Retail $15.95 . . . . . Only **$12.95**

Donald Duck . . delightful, lively colors, blue figures, hands. 7-7/8 ' square
05A-12281— Retail $15.95 . . . . . Only **$12.95**

and only from Phinney-Walker
subsidiary of HAMILTON WATCH COMPANY

FABULOUS FOLDING ALARM
Unique 40 hour Mickey Mouse clock with other Disney characters on top case . . will travel to camp, too. 3" diameter. ½ lb.
05A-12311 Red, Ret $10.95 . Only **$8.15**
05A-12303 Wht., Ret $10.95 Only **$8.15**

MAKE SOMEONE HAPPY
Sparkling 30-hour twin-bell alarm, gay colorful cases. 3-7/8x2¾". ½ lb.

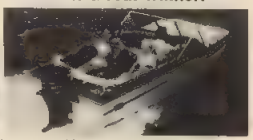
05A-12338 Pinocchio Ret $8.95 . . . Only **$6.65**
05A-12346 Mickey Ret $8.95 . . . Only **$6.65**
05A-12354 Peter Pan Ret $8.95 . . Only **$6.65**
05A-12362 Donald Duck Ret $8.95 Only **$6.65**
05A-12370 Cinderella Ret $8.95 . . Only **$6.65**

® WALT DISNEY PRODUCTIONS

The shape of things to come is here . . . with Pipestone Mariner at the wheel

PMC PIPESTONE, MINN.

(left) The "G. T. Rallye Sport" shows you the beauty of great marine design. Notice the command position of the pilot house, giving full up-front vision with passenger room all around. Don't wait for the "me too" copy boats. Go first class, now, Go G. T. Rallye Sport. The "Maverick" in stern drive or outboard (to 90 hp) designs features a cathedral hull with plenty of room. Walk-thru safety glass windshield. "Maverick" is a real winner.



POWERED BY MERCRUISER STERN DRIVES

PIPESTONE MARINER CORPORATION, Pipestone, Minnesota 56164
AC 507-825-5486

Circle No. 10 On More Data Card on Page 90

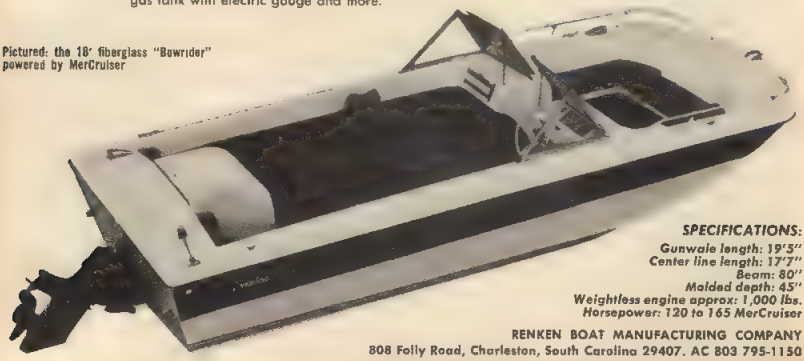
Renken

FOR THAT "COME ALIVE" FEELING

When it comes to dollar-for-dollar value, the men who know boats say "Renken." Standard equipment on the 18' Bowrider includes bow rails, walk-thru windshield, lounge-type sleeper seats, deluxe carpeted interior, upholstered side panels, running lights, glove box, bow cushions, stern jump seats, mechanical steering, ski eyes, electric bilge blower and pump, 18-gallon gas tank with electric gauge and more.

POWERED BY MERCRUISER STERN DRIVES

Pictured: the 18' fiberglass "Bowrider" powered by MerCruiser



SPECIFICATIONS:
Gunwale length: 19'5"
Center line length: 17'7"
Beam: 80"
Molded depth: 45"
Weightless engine approx: 1,000 lbs.
Horsepower: 120 to 165 MerCruiser

RENKEN BOAT MANUFACTURING COMPANY
808 Folly Road, Charleston, South Carolina 29407. AC 803 795-1150

Circle No. 11 On More Data Card on Page 90

Penn Yan

ZOOMS AHEAD IN '70

with New Tunnel Drive,™ stern drive, and outboard models for MERCRUISER power

* Patents Pending

from 14' to 26' in over 30 model variations. Outboard, stern drive, and exclusive Tunnel Drive [illegible] shore boats for blue water sports fishing. Again in '70 Penn Yan features MerCruiser as either standard or optional power on stern drive and Tunnel Drive models. Write for Catalog No. 70-7.

LET'S GO BOATING

Outboard.

DEAR SANTA, I Wish I had a Radio of my own!

5 Don't put this dog out—turn him on! This pert poodle plays all-transistor AM radio. 2-inch speaker. Hidden controls. Black curly plush coat with collar and chain. 11 x 8-inches long. Uses 9V battery.*
83 Y 4602—Ship. wt. 1 lb. 6 oz. 8.88

6 Professional AM headphone radio—fully transistorized. With two speakers and two aerials plus adjustable head band and ear Sound Mufflers for private reception without earplugs. Uses one 9V battery (not included), sold below.* Mailable.
833 Y 4610W—Shipping weight 2 lb.....14.98
*847 Y 6385—9V BATTERIES. Wt. 5 oz. 2/79c

7 Cuddly "Peke" you'll love to play with as well as play. Just pet his long, plush coat over the on-off dial and you'll be listening to all-transistorized AM radio. Link collar, leash, comb. Uses 9V bat.*
83 Y 4604—Ship. wt. 1 lb. 6 oz. 9.88

8 AM pocket radio. Solid-state all-transistor 3x5½x1½-inch radio. On-off volume switch and peep-sight tuner. Includes earphone, wrist strap and 9V battery. Black case with chromed face.
833 Y 4603W—Ship. wt. 1 lb. 4.99

9 New from the wonderful world of G.E.—Mickey Mouse AM clock radio! General Electric exclusive. Unique tuning dial is Mickey's head in three dimension—kids can grab his nose and tune in their favorite stations. Lighted clock dial and easy-to-operate, front-set clock controls. Features, direct tune dialing, automatic Wake-to-Music, sweep second hand, solid-state, volume control, polystyrene cabinet, 4-inch speaker.
Size: 11 x 5¾ x 4¾-inches.
83 Y 4606—Shipping weight 4 lb. 12 oz.....19.97

SORRY NO C.O.D.'S

1 DELUXE SOLID STATE transistor tape recorder set. With volume and speed controls, remote omnidirectional mike. Batteries, AC adapter and 3 rolls of blank tape included. 10¼x7¾x2¼-inches.

COMPLETE TAPE RECORDER SET
833 Y 4600W—Wt. 6 lb. Mail.. 19.95

RECORDER ONLY
833 Y 4623W–Ship. wt. 5 lb...18.95
833 Y 4624—AC Adapter. 1 lb.. 4.95
833 Y 4605—3 Rolls Tape. Wt. 7 oz.....2.99

2 SOLID STATE tape recorder—fun to use! Plays anywhere on 2 "C" batteries, incl. Takes up to 3½-inch reel. Single control, dual track. Comes with mike, take-up reel, tape. Size 2½x8¼x4¾-inches.
833 Y 4601...14.94
Ship. wt. 4 lb. 4 oz.

3 CASSETTE cartridge solid state cassette recorder. Instant load—no fumbling with tapes. Automatic volume level control, 2¾-in. speaker. Great for school, super for rock festivals! Single rewind, stop and play controls. Includes mike and stand, cartridge, 4 "C" batteries. Size: 2¼x7¾x4½-in.
833Y4625W—.....27.92
Ship. wt. 5 lb. Mailable.

4 CASSETTE RECORDER with AM Radio. Features of a big recorder—knob selector for fast forward, rewind, stop and play; remote mike and stand; level indicator, extension speaker and auxiliary jack.
Uses 4 "C" batteries, incl. Size: 10½x6x2¾ inches.
833 Y 4607W—Wt. 5 lb. 34.76
833 Y 4619—AC Adapter.
Ship. wt. 1 lb..... ...4.98

Battery operated ACTION CARS... all latest models!

3 for 8.88

Each does something different! Sturdy metal with plastic trim. Each is about 3½x3x10-in. long.

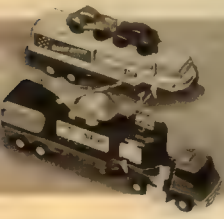
Cadillac: runs forward or back by gear shift; fast, slow or neutral; makes motor noise; horn honks.

Pontiac Firebird: non-fall action; "mystery" bump 'n go action; working windshield wipers, headlights.

Ford Mustang: bump and go action; see-through hood with revolving fan and flashing light.

Need 4 "D" and 2 "C" batteries, (not incl., see opp. pg.).
35 J 5508. (5 lbs.).....Set 8.88

FIREBIRD has non-fall and bump 'n go action
CADDY has multiple speeds —plus forward, reverse shift.
MUSTANG bumps 'n goes ... shows off working engine



MINI TRU-SMOKE TRUCK Both for 6.98
Set by Remco. Small versions of the famous trucks that smoke. Self powered, smoking "diesel" cab hauls dune buggy carrier with 2 smart buggies or air-sea rescue carrier with chopper and life-raft. Sturdy plastic. About 10-in. long. Each uses 2 "D" batteries (not incl., see facing pg.)
35 J 5285 Sh. wt. 2 lbs 6 oz. . . Set 6.98

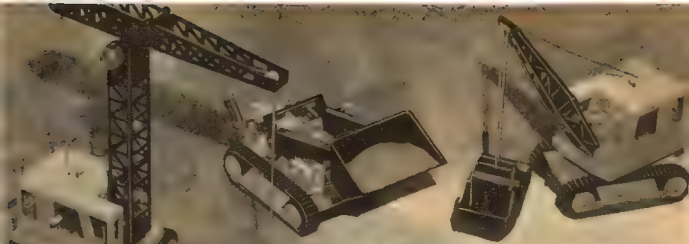
DUNE BUGGY WHEELIES Both for 9.95
... by famous Remco. Press the remote control button on one of these buggies ... it does a roaring wheel stand and takes off! Distinctive styling; bi-impact plastic. Remote control battery box directs forward and reverse. Each uses 2 "D" batteries (not incl., see facing pg)
35 J 5284. Shpg. wt 3 lbs. . .Set 9.95

CRASHMOBILES Both for 7.98
... watch 'em wipe out! Steer right for spinouts, left for ever-widening circles. When bumper hits something, car "explodes" Sturdy plastic Each uses 2 "C" batteries (not incl., see facing pg.)
35 J 5288 Shpg. wt 4lbs. .Set 7.98

DUNE BUGGY . . . with remote control. You can send it in any direction you like but be sure to flash signals before turning. Rear engine gives realistic roar. Heavy gauge steel. Uses 2 "C" batteries (not incl., see facing page). 4.98
35 J 5807. Shipping weight 2 lbs....4.98

FORD AND PUPPY . . . a unique two-part gift idea Ford "Big T" has bump 'n go, non-fall action. Lighted see-thru engine, working gears. 6x8-in. long. Plush-covered 7-in. remote control pup jumps and barks. Each uses 2 "D" batt. (not incl., see facing pg.). Both for 5.98
35 J 5286. Shpg. wt. 3 lbs . . . Set 5.98

CAMARO COMPUTER car . . lets you program the action. 4 cams let you pick either Figure-8, Dog-Bone, Slalom or square course. Without cam, 4-in. long car makes continuous circle. Uses 2 "A" batt. (not incl., see facing pg.). 3.98
35 J 5282. Shpg. wt. 1 lb.... 3.98



Power-driven construction fleet 3 pcs. 14.94

Go forward or backward at your command on deep-grip tracks. 10x 4½x9-in. high dozer has lever operated scoop. 12x4½x12-in. high bucket crane has operating chain and bucket. 14x4½x15-in. high vertical crane lifts up loads by hand crank. Each uses 2 "C" batteries (not incl., see pg. 404). Sh. wt. 6 lbs. **Save $2** on set.

Z36 J 5504. (1.2 lbs.) Set 14.94
Z36 J 5501 **Shovel Dozer** . . . 4.98
Z36 J 5502 **Bucket Crane** . . 5.98
Z36 J 5503. **Vertical Crane** . 5.98

Computer truck 8.95

Amazing Computer truck seems to drive itself . . . but actually follows your pre-programmed course. 8 direction blocks can be placed in any order . . . let you vary its path almost endlessly. Control block lights up 4 road signs included. Uses 2 "C" batteries (not incl., see pg. 404).
35 J 5717. Shipping weight 2 lbs. 6 oz. 8.95

Working sanitation truck 9.99

Authentic replica of Loadmaster city sanitation vehicle goes forward and backward. Reversible operating compactor. Automatic unload with sliding ejector and swing-away hopper. Realistic warning lights flash. Working hydraulic cylinders. 16 in. long, plastic. Uses 2 "D" batteries (not incl., see pg. 404)
35 J 5299. Shipping weight 4 lbs. 6 oz. 9.99

Jalopy show-down race 11.88

A thrilling game for two! Each controls car through his section. Object: "tag" your opponent's car. Losing car literally "blows its top" when hit by other. Includes straight & curved track, switches, crossovers, steering consoles and 2 jalopies. Uses 4 "N" batteries (not incl.).
Z36 J 5836. Available. Shipping weight 5 lbs. 11.88

Amaze-A-Matic computer car 7.98

Amaze A-Matic - the original computer car - now with 2 interchangeable custom kits! Drop a dune buggy body onto the basic chassis . . . or replace it with a Corvette Stingray. Complete with racing decals and decals. 3 pre-set and 3 do-it-yourself program cards. Uses 2 "AA" batteries (not incl., see pg. 404).
35 J 5840. Shipping weight 2 lbs. 6 oz. . . . . Set 7.98

Budget Power can give your loved ones a Christmas to remember

5 Diesel Truck Set 12.96

Tru-Smoke

5 REMCO'S TRU - SMOKE Diesel Truck Set — really smokes! Steer it yourself. Incl.: 1 diesel dump truck, 1 diesel twin wrecker, 3 road signs, 6 traffic cones. Ea. 12-in. long. Plastic. Uses 8 "D" batteries sold below.*
85 Y 7631E—Mail. 6 lb. 12.96

*"D" Cell Batteries.
847Y6390—1 lb. 11 oz. 6/1.00

6 REMCO TRU - SMOKE Construction Set. Bring on the big bulldozer and make molehills out of mountains. You get motorized, 11x7x7-in. bulldozer and 16x10x8-in. power shovel you can steer. They lift, climb—really smoke. Plastic. Uses 8 "D" batt. (sold at left).*
85 Y 7630E—Mail. 6 lb. 16.96

6 Powershovel, Bulldozer Set 16.96

The One and Only Motorized BOATNIK

You'll go overboard for this silly sailor even land lubbers like him! Motorized boatnik rows in sea-going tub. Fun in pool or tub. Plastic. 6-in. lg. Uses 2 "AA" batteries, sold below.*
85 Y 7628 –Ship. wt. 1 lb. 2 oz. 3.99
847 Y 6380—"AA" Batt.* 5 oz. 4/50c

3.99

NEW!

Tru-Smoke Mini-Truck Set . . . BIG in Fun!

Dune buggy carrier, air/sea rescue carrier. Both smoke. Ea. 9¾ in. lg. Plastic. Uses 4 "D" batt., sold above.*
85 Y 7629—Ship. wt. 2 lb. 3 oz. 6.96

6.96

DUNE BUGGY

Wheelies

1996

The daredevils of the dunes! Press remote control button—they speed thru the sand. Plastic buggy set incl.: 1 van, 1 camper, 1 pickup truck, 1 coupe. Ea. 7x4x4-in. long. Uses 8 "D" batteries, sold above.*
85 Y 7632E—Mail. Wt. 8 lb. .19.96

PORSCHE CARRERA
REMOTE CONTROL RACER

Cut 10% 3.99

Action Machines

1 PORSCHE Carrera *was 4.44.* Air pressure remote control, forward/reverse, 10½-in Plastic. 2 "D" batteries (not incl., use #4) Wt. 2 lb. 1 oz.
85 Y 7616.....3.99

2 FERRARI Racer. Forward/reverse. 6½-in. long. Plastic. 2 "AA" batts. (not incl.). 1 lb. 7 oz
85 Y 7614 .....2.99
"AA" Batt Wt. 5 oz.
847 Y 6380..4 for 50¢

3 SNOWMOBILE—authentic design Operated by permanently attached key Sparks shoot from back! Non-scuff treads. Plastic. 6-inches long. Wt. 1 lb. 11 oz.
85 Y 7909.....3.99

MIGHTY MINIATURES

Really Move on Friction Power!

Cut $2 1.99 Set

Moving Mini-Trucks *were 3.99 last Christmas*, pg. 77! Buzz along on friction power. Fun galore as you "drive" them down the street. 12 trucks in all, bearing names of nationally known van lines. Steel, plastic. Each is 3½-inches long and 2-inches high.
85 Y 7607—*Set.* Wt. 1 lb. 14 oz.....1.99

30′ SEAMATE CONVERTIBLE SEDAN

Gracious accommodations for the particular mariner * sleeps 6 * wide padded bow seat * 110 V Dockside circuit * bilge blower * draperies * screened side and pilot house windows * automatic fresh water system * carpeted cabin and pilot house * 30′ Express model also available.

Price Sedan **$13,980**
Express **$10,980**

27′ HOLIDAY EXPRESS

Hand lay-up fiberglass * sleeps 4 * 225 Chrysler * screens * bilge blower.

Price **$8,995**

37′ SEA SKIFF CONVERTIBLE SEDANS

Luxury cruisers with more of everything * sleeps 6 * mufflers * automatic fresh water system * pilot house with screened side windows * dockside circuit * carpet * drapes * 10 ft. galley * dual entrance toilet room * wide padded bow seat * rails * Hot and cold shower

Price **$21,970**

27′ SEAMATE EXPRESS

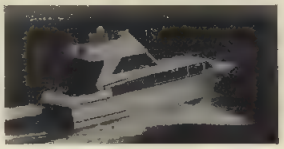
Complete package of pleasure * sleeps 4 * padded bow seat * 110 V dockside circuit * bilge blower * Draperies * screened side cabin windows

Price **$9,995**

24′ KEY LARGO

All fiberglass * sleeps 4 * 225 hp Chrysler inboard * drapes, carpeting, teak wood grain interior accents * foam padded vinyl cushions * complete galley * stand-up marine toilet * cabin and navigational lights * bilge blower * cockpit taff rail, electric horn * ventilating express windshield with adjustors * instrumented control station * side window screens * hardtop available.

Price **$8,395**



33′ SEA SKIFF CONVERTIBLE SEDANS

Luxury cruisers with more of everything * sleeps 6 * mufflers * automatic fresh water system * pilot house with screened side windows * dockside circuit * carpet * drapes * 10 ft. galley * dual entrance toilet room * wide padded bow seat * rails.

Price **$17,995**

You'll really have something to celebrate with your fiberglass Revel Craft . . . and a price tag that's in your range. Revel Craft gives you the extra quality conveniences you need and want . . . hand lay-up, long-lasting, easy-to-care-for fiberglass . . . molded in lapstrake hull design adds strength and stability . . . vinyl covering to protect decks and cabin surfaces . . . customized layout of spacious, comfortable berths, dinette area, storage room and complete galley for cruise-tested convenience. Experience makes it possible. Stretch your boating dollar . . . choose from a variety of models by Revel Craft — the quality leader.

Our Glass Runneth and Runneth

TAKE A GLASS . . . HAVE SOME FUN

REVEL CRAFT

**Box 20A /
Arnold, Maryland 21012 /
(301) 647-1700**

Specifications are based on the latest product information at the time of publication. Revel Craft reserves the right to make changes at any time without notice in prices, present materials, equipment, specifications and models and also to discontinue models or make additions without incurring any responsibility to do so or place same on any previous models. Some models pictured may have options or accessories installed. These are furnished at extra cost if they are not listed in the list of standard equipment.

Every rifle racked . . . ready for quick action

[1] WAGON WHEEL GUN RACK . . . great for toy guns, even clothes! Of sturdy plastic with horseshoe hangers, leather thongs. 24x22-in. high.
Z36 J 4190. Mailable. (4 lbs.).....3.98

[2] OLD WILD WEST SMOKER RIFLE. Cock lever, pull trigger . . . gun smokes, makes noise! Sleek 1-pc. wood stock; steel barrel. 27-in. long.
Z36 J 4191. Mailable. (4 lbs.).....3.98

Save! Smoker rifle (2) plus rack (1).
Z36 J 4192. Mailable. (8 lbs.).....7.86

[3] BOLT-ACTION SPRINGFIELD . . . version of 1903 training rifle. Bolt-action really works . . . load "bullet", click trigger! Web sling. Nickel plated wood stock.
Z36 J 4184. Mail. (5 lbs.)..4.98

[4] KENTUCKY RIFLE like Dan'l Boone's! Fires cork "mini-balls" (10 incl.) with standard-size cap (not incl.). Wood stock; steel barrel, ramrod. 53-in. long.
Z36 J 4180. Mail. (5 lbs.)..... 5.98

MARSHAL'S GUN SET . . . for the lawman of the Old West! M-94 Western repeating carbine to 26-in. long, repeating pistol is 8½-in. long—both fire caps. Leather holster and belt adjusts to fit 23-27 in. waist; 3-bullet clip. Outfit also includes knife and sheath, plastic canteen, leather pouch, reward poster and cowboy record
Z36 J 5808. Mailable. Shipping weight 5 lbs 4.98

4.98

WRANGLER GUN SET . . . the big outfit for young buckaroos. Includes two 8-in. long repeating pistols and 26-in. long repeating rifle—all cap-firing. 2 genuine leather holsters with jeweled conchos and leg straps. Leather belt fits waist sizes 26-29-in. Cowboy hat neckerchief and clasp, canteen, badge, handcuffs and spurs included.
Z36 J 5802. Mailable. Shipping weight 6 lbs.....5.98

5.98

Feature packed BONANZA set

16 pcs. 6.98

Join the Cartwrights on the Ponderosa! Ride the range in style with Ben, Hoss and Little Joe, wearing your own authentic outfit!

Put on your two 8-in. metal repeaters and lots your 26-in. plastic rifle.

Double holsters are made of alligator-grain and smooth leather; incl. belt that fits 26 to 30-in. waist, matching cuffs. You also get: 3 plastic bullets, spurs, badge, canteen with compass, kerchief and lariat. Mailable. Shipping wt. 6 lbs.
Z36 J 5806. . 6.98

Get more of everything on ELDON'S Dune-Buggy BAJA raceway . . . and pay so little as 28.77

Newest fun car for desert and beach comes to 1/32 scale slot car racing. Over 28½ ft. of race track. You're in command with split-second rheostat speed controls. Set includes 2 Dune Buggies, flat curve, banked curve, straightaway and bridge track sections; car decal and start/finish flag label. 6V power pack, 110-120V, AC. Instructions included.
X36 J 5178 Mailable Sh. wt. 11 lbs. .Set 28.77

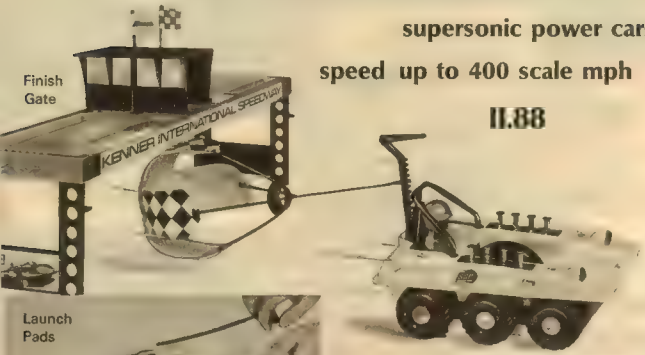
See Page 285 for Best Terms Ever—Use Budget Power—No Money Down

Amazing GYRO action dragster set...

supersonic power cars

speed up to 400 scale mph

11.88

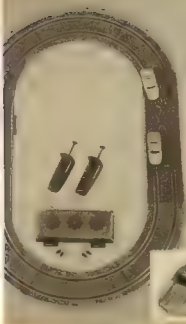


You get all this:

- Two big 7-inch supersonic power racers
- 2 action Power T-sticks • 2 catch hooks
- 2 launch pads • 2 adjustable jump ramps
- Flying finish gate with unique drag chute

Exciting new dragster set with revolutionary power system — no motor, track or batteries! Cars race over 80 feet — at up to 400 scale miles per hour — with 1 easy pull of Power T-Stick! Hear the roar as power wheel revs up to 20,000 rpm.
Z36 J 5583M. Mailable Sh. wt. 5 lbs...Set 11.88

EXTRA SET of 2 zooming supersonic power racers. **Sidewinder:** twin turbine racer, 7¼ inches long. **Eliminator:** air scoop engine, 8 in. long.
Z36 J 5584M. Mailable. Sh. wt. 2 lbs... Set 4.98



Oval road racer set

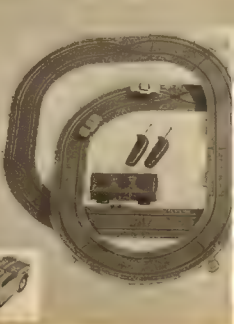
3.98

Two gear-driven plastic cars roar around the track! Use skill to guide cars with battery-operated hand-grip rheostat controls. Set includes straight and curved tracks with cross over sections and guard rails. Easy assembly, plug in wiring. Uses 6 "D" batteries (not included — see page 404).
(2 lbs. 10 oz.)
35 J 5552. Set 3.98

Over-under racer set

Was ~~6.88~~ **5.98**

Cut from last Christmas Book. Cars race over 18-ft crossover track with "motors" roaring. You're in command with pistol-grip rheostat speed controls. Set incl 2 gear-driven plastic racers, guard rails, bridge supports, instr. Easy assembly. Uses 6 "D" batteries (not included see pg. 404).
(3 lbs. 12 oz.)
35 J 5469 Set 5.98



Budget Power terms are lowest ever, with longer time to pay

Magic Dial Toys obey your command

Each **$4.77** without batteries

Just turn the dial, and each of these 3 space toys lights up. Then they turn in whatever direction the arrow on the dial is pointing. You choose the direction. All plastic. Each uses 2 "C" batteries. Order package below.

1 **Space Dog.** 7¾x4½x7 in.
49N51063—Wt. 1 lb. 8 oz. **$4.77**

2 **Space Saucer.** 10x10¼x4½ in.
49N51062—Wt. 1 lb. 8 oz. **$4.77**

3 **Space Robot.** 9½x7x9½ in.
49N51064—Wt. 1 lb. 8 oz. **$4.77**

"C" Batteries. Package of 6.
49 N 8405—Wt. 12 oz. Pkg. **$1.19**

Giant 13-inch Robot

Walks backward, forward, and in a circle while his eyes flash. You control him by remote control

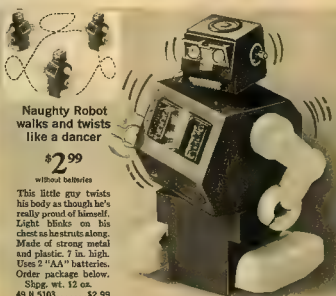
$7.99
without batteries

This robot emits an eerie mechanical sound, and his eyes flash as he walks along, swinging his arms. You control his movements by flipping 2 switches on remote control attachment. Made of metal and plastic. A full 13 inches high. Uses 2 "D" batteries. Order package below. Buy it the easy way—order by phone.
49 N 8106—Shipping weight 2 pounds 12 ounces.....**$7.99**
49 N 8405—"D" Batteries. Package of 6. Wt. 1 lb. 8 oz. Pkg. **1.49**

It's great to pretend you're walking on the moon

Space Helmet and Boots **$9.88** set | Equipment Belt **$5.99**

Space Helmet and Boots. Space helmet of amber gold-color break-resistant plastic fits all sizes. Collar has finned louvers and vent for receiving "life-support" tube. Headphone nonoperative. Molded plastic air-cushioned boots have laces, adjust to fit. Large-lugged soles leave impressive footprints, and a low-pitched whistle accents each step. For ages 5 to 10 years.
79 N 530610—Helmet and Boots. Shipping weight 5 pounds.....Set **$9.88**
79 N 530626—Helmet only. Shipping weight 3 pounds.....**4.88**
Equipment Belt. Carries anti-gravity tool, signal communicator, "life-support system," and scanner scope. Plastic. Adjusts to fit waists up to 27 in.
49 N 53063—Equipment Belt. Shipping weight 1 pound 8 oz.....**$5.99**



Naughty Robot walks and twists like a dancer

$2.99
without batteries

This little guy twists his body as though he's really proud of himself. Light blinks on his chest as he struts along. Made of strong metal and plastic. 7 in. high. Uses 2 "AA" batteries. Order package below. Shpg. wt. 12 oz.
49 N 5103.....**$2.99**
"AA" Batteries. Package of 6.
49 N 8402—Shpg. wt. 6 oz..Pkg. **99c**

Rockford SELF-WINDING WATCHES

ROCKFORD PRECISION BEAUTY VALUE 18 74

True to the Rockford tradition of prestige and reputation these dependable watches are engineered for maximum precision and styled for maximum beauty. Rockford's up-to-the-minute styles are as practical as they are beautiful. A guarantee against defective material and workmanship accompanies every watch. Watch Illustrations About Actual Size.

Rockford Watch Guarantee

This is to certify that all Rockford watches are fully guaranteed against defective material and workmanship.

Rockford Watch Co. Ltd
Chicago, Illinois 60603

COMMANDER Dynamic and handsome automatic calendar model Yellow top, Stainless Steel back 17 jewel shock absorbing movement Calendar feature, water-resistant* sweep second hand. Unbreakable mainspring anti-magnetic J-B florentine fold over Buckle band
5082W3850 Retail $77.50

EXECUTIVE Extra thin 14K Yellow Gold watch with rich leather strap Precision crafted to attain the heights of accurate timekeeping 17 jewel shock-resist automatic movement. Calendar dial with Gold markers, sweep second hand. Water-resistant* unbreakable mainspring Anti-magnetic
5069W8825 Retail $140.00

CAVALIER Fashionable styling in an all purpose watch. The gentlest wrist movement winds this fine 26 jewel automatic model. 14K Gold case, guaranteed water-resistant* Calendar feature Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Handsome strap.
5105W6855 Retail $110.00

MONTCLAIR New and distinctive automatic watch The gentlest movement winds this elegant 17 jewel watch. Calendar model gives time and day automatically. All yellow case Shock-absorbing movement, unbreakable mainspring, anti-magnetic. Handsome J-B Prest-O-Flex® band.
5128W3590 Retail $62.50

Every Rockford watch comes beautifully gift boxed

*If case, crystal and crown remain intact.

Rockford now presents an assortment of quality time pieces—transportation models, fine dress watches, calendars, automatic, water-resist, and fine ladies' watches.

JANET AUTOMATIC—Attractive 17 jewel automatic water-resist sweep second hand Yellow top Stainless Steel back Calendar feature Shock absorbing movement unbreakable mainspring Matching expansion bracelet
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5167W2905 Retail $80.00

SHEILA—Exquisite 17 jewel automatic features a Yellow top with Stainless Steel back Water-resistant* unbreakable mainspring shock-absorbing movement Matching expansion bracelet
5130W1835 Retail $82.50

AUTOMATIC Weight oscillates with wrist motion winding the watch

CALENDAR Tells the day of the month

SHOCK RESISTANT Every watch has shock-resistant Incabloc feature.

SWEEP SECOND HAND Long hand sweeps entire dial each minute

UNBREAKABLE MAINSPRING Guaranteed for the life of the watch

NASSAU Modern styling and all the extra quality features 17 jewel automatic movement Calendar model gleaming and easy Water-resistant* Stainless Steel case Shock absorbing movement anti-magnetic unbreakable mainspring Luminous dial with sweep second. Matching J-B expansion band.
5131W3595 Retail $52.50
NASSAU "B" As above with blue dial and handsome strap.
5132W8188 Retail $52.50

ARLENE AUTOMATIC—Tops for styling and performance. 17 jewel automatic watch with sweep second hand. Stainless Steel water-resistant* case Calendar feature, luminous dial. Shock absorbing movement, unbreakable mainspring, anti-magnetic Attractive expansion bracelet.
5133W3525 Retail $62.50
ARLENE "B" AUTOMATIC—As above with blue dial.
5134W3585 Retail $62.50

VIKING Dependable performance and smart look. 17 jewel shock-resistant automatic movement Water-resistant* case with Yellow top Stainless Steel back Calendar feature sweep second hand. Luminous dial. Handsome J-B expansion band
5106W3473 Retail $57.50
VIKING "X"—As above with Stainless Steel case and grey dial
5135W3326 Retail $55.00

ROYAL JETSTAR™

Office electric features in a new personal size!

- **Extra-wide 11¾" carriage**
- Electric carriage return
- Four repeat characters: (.) (x) (-) (—)
- On-Off and ribbon color indicator lights
- Magic® Margin controls

Home-size electric with the features of an office machine offers choice of Pica or Elite type styles. 15½" x 15⅜" x 6¼" high. Detachable 8 ft. power cord. Ivory color Plastic dust cover included. Shipping Wt. 30 lbs.

88A-10702 PICA Type
Retail $199.95 ..... Only **$159.00**

88A-10710 ELITE Type
Retail $199.95 ..... Only **$159.00**

CARRYING CASE, Beige. Wt. 10 lbs.
88A-10720 Ret. $17.50. Only **$13.95**

GUARANTEED 5 YEARS

Royal Consumer Products, a division of Litton Business Systems, Inc. guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts, ribbons or parts damaged by accident or misuse) within five years of purchase. No labor charge within first 90 days. Guarantee covers only the original purchaser. Electric motors of Jetstar and All-Electric models are guaranteed for one year.

This is Pica Type.
This is Elite Type.

ROYAL ALL ELECTRIC™

ROYAL ALL ELECTRIC
AMERICA'S HANDSOMEST FULLY-ELECTRIC PORTABLE

- Electric carriage return
- Full-size, 88-character keyboard
- Four repeat characters (.) (x) (-) (—)
- Repeat forward spacing
- Variable impression control for carbons

Quality-built Royal electric portable offers office electric features in a truly compact size. Full-width tab bar, preset for convenience. Two-color ribbon and stencil cutter. Comes in Pica type style only. Carrying case included. Two-tone Off-White and Charcoal. 14" x 13⅜" x 4½" high. Shipping weight 27 lbs.

88A-10506 Retail $159.50 ..... Only **$134.88**

REMINGTON

A REMINGTON "711" ELECTRIC COMPACT OFFICE TYPEWRITER
NEW — with 8 Electric Repeat Actions
Beautiful design and craftsmanship in an office electric typewriter with **Portability!** You get crisp, clear printwork every time. Ideal for business use, with full-size 88-character keyboard. Ten-position touch control for just the response you want. Repeat action on: Space Forward, Hyphen, Underscore, upper- and lower-case "X", and Period. Simply depress key fully and hold for fast, electric repeat action. All-electric tabulation and a swift, silent automatic carriage return. Graduated impression control so even the 10th carbon copy is readable. Halfspace key for making corrections or justifying right-hand margins. Auxiliary 4-amp outlet for desk lamp or transcribing equipment. Two-tone white and blue. Wt. 31 lbs.

88A-10688	**PICA**	Retail $249.50	Only **$164.50**
88A-10907	**ELITE**	Retail $249.50	Only **$164.50**

B NEW FROM REMINGTON!
REMINGTON "611" ELECTRIC PORTABLE TYPEWRITER
- **CUSTOM Interchangeable key feature for specific trades.**
- **Luggage-style Carrying Case for the convenience of a portable PLUS the performance of a professional!**

This is the highest quality deluxe electric portable ever offered at a popular price. All-steel construction and excellent design combine to make this portable, lightweight typewriter perfectly suitable for the home, office, traveling man or student. Exclusive interchangeable type feature customizes the "611" — you can get special optional symbols for select professions. Electric Repeat space bar. 88-character keyboard, graduated touch control, and contoured keys for comfort. Two-color ribbon and stencil position, 11" paper capacity, page-end indicator; graduated impression control, variable line spacer; visible margin stops; key set tabulation. In two-tone blue and white. Wt. 31 lbs.

88A-10626	**PICA**	Retail $149.50	Only **$109.95**
88A-10915	**ELITE**	Retail $149.50	Only **$109.95**

C REMINGTON TEN-FORTY PORTABLE TYPEWRITER . . . A Fine Full-Featured Portable
The best is hard to find . . but . . . here it is! Start with a one-piece die cast aluminum frame. Add a rugged office typewriter keyboard with the office typewriter touch. Wrap it up in virtually indestructible Cycolac® housing . . that's the **REMINGTON TEN FORTY** Portable — complete with touch control and 2-color ribbon. **SPECIFY:** Pica, Elite, or Script type style. Carrying case included. Wt. 20 lbs.

88A-10844S	**IVORY**	Retail $86.50	Only **$64.88**
88A-10813S	**TURQUOISE**	Retail $86.50	Only **$64.88**

D REMINGTON STREAMLINER PORTABLE TYPEWRITER
. . . an Office Machine Keyboard and Touch!
It's a lot of typewriter. The Streamliner model is the only one in its price class that sports a full-size keyboard. Rugged Cycolac® housing and one-piece metal frame. So light the airlines ignore it. Warranted for five years. Try it. You'll be glad you did. In two-tone blue, with carrying case included. Wt. 15 lbs.

88A-10052	**PICA**	Retail $58.00	Only **$43.88**
88A-10923	**ELITE**	Retail $58.00	Only **$43.88**

E REMINGTON "333" PORTABLE TYPEWRITER
. . . a Low Priced Portable with Tabulator!
The **REMINGTON 333** Portable Typewriter . . . the new breed of portable at an economical low price! All-steel construction with many quality features usually found only on high-priced machines! Type Bar Action Spring gives you an office typewriter response . . . full-size 88 character keyboard . . . two-color ribbon. Complete with handsome leatherette carrying case. Color: Charcoal and light gray. Type: Educational — 11 space. Wt. 15 lbs.

88A-10821		Retail $64.00	Only **$48.88**

It's possible in the Scottie Craft 27′, one of the largest trailable boats on the market. Deep sea or landlocked mountain lake—all bodies of water become yours to enjoy. Scottie Craft. Built with strength and unmatched quality achieved only in a hand-finished, limited production fiberglass boat. Hulls of fiberglass finished to a diamond-like lustre. Built for safety and performance so no matter how the seas are running, so are you. Dry. Safe. Secure. The final proof of excellence in Scottie Craft's quality is in resale. A great boat will retain its value. Check a previously owned Scottie Craft... if you can find one!

The Miami 27′ in runabout, hardtop and flybridge. Some of the features. 7′ bunks, 120-gallon fuel capacity, foamed hull for safety, bait boxes molded in at transom, large plexiglas hatch for ample light and access to forward deck, rope locker, rod holders, carpeted walls. All features designed to provide you with maximum enjoyment and minimum care

For more information and a free color brochure, mail the attached coupon

MB020

3205 N.E. 187th Street, P. O. Box 637, Ojus Branch
North Miami Beach, Florida 33163 • *(305) 945-4155*

I'm interested in: ☐ 27′ ☐ 29′ ☐ 37′ Scottie-Craft BOAT CORPORATION OF AMERICA

Name _____

Address _____

City _____ State _____ Zip _____

When the name of the game is fishing, the name of the boat is Scottie Craft.

Scottie-Craft®
BOAT CORPORATION
OF AMERICA

It's possible in the Scottie Craft 27′, one of the largest trailable boats on the market. Deep sea or landlocked mountain lake—all bodies of water become yours to enjoy. Scottie Craft. Built with strength and unmatched quality achieved only in a hand-finished, limited production fiberglass boat. Hulls of fiberglass finished to a diamond-like lustre. Built for safety and performance so no matter how the seas are running, so are you. Dry. Safe. Secure. The final proof of excellence in Scottie Craft's quality is in resale. A great boat will retain its value. Check a previously owned Scottie Craft . . . if you can find one!

The Miami 27′ in runabout, hardtop and flybridge. Some of the features: 7′ bunks, 120-gallon fuel capacity, foamed hull for safety, bait boxes molded in at transom, large plexiglas hatch for ample light and access to forward deck, rope locker, rod holders, carpeted walls. All features designed to provide you with maximum enjoyment and minimum care.

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MB040

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I'm interested in: ☐ 27′ ☐ 29′ ☐ 37′ Scottie-Craft® BOAT CORPORATION OF AMERICA

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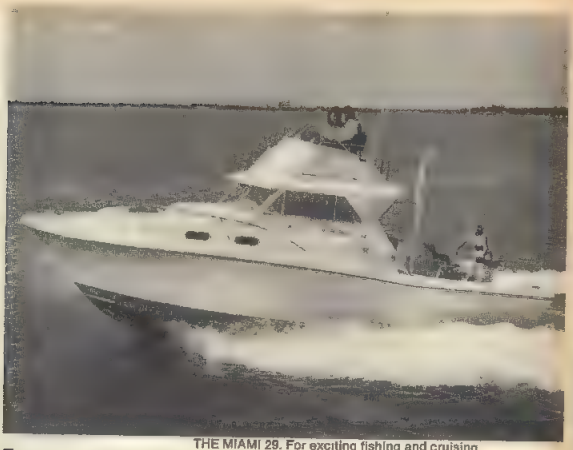
When the name of the game is fishing, the name of the boat is Scottie Craft.

Scottie-Craft®
BOAT CORPORATION
OF AMERICA



THE MIAMI 29. For exciting fishing and cruising.

Proven Quality Scottie Craft.

THE MIAMI 27 One of the largest "trailable" sport-fishermen.

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I'm interested in: ☐ 27' ☐ 29' ☐ 37'

Name _____

Address _____

City _____ State _____ Zip _____

Built from the keel up for quality and performance, SCOTTIE CRAFT has earned the respect of knowledgable deep sea fishermen the world over for its rugged quality, ease of handling and dependable performance. In rough seas or calm waters, the controls respond instantly to your every command, whether you're trolling, maneuvering to land the big ones, or on a fast run to deep water.

The cockpit and interior are designed to be roomy, functional and comfortable—yet done with a style and convenience that will make an enthusiastic first mate out of your favorite woman.

The finest materials and craftsmanship go into this all-fiberglass boat. The final proof of the excellence in quality is in resale. A great boat will retain its value. Check a previously owned Scottie Craft —if you can find one.

SCOTTIE CRAFT for the Fisherman *and* the Family.

When the name of the game is fishing,
the name of the boat is Scottie Craft

Scottie-Craft®
BOAT CORPORATION
OF AMERICA

but you can at least see some of the structures which represent so much of our tax money!

Somewhere along the waterway you will find a spot that just begs you to stop there and stay a while. We found our spot at St. Augustine, Florida. We had decided to stop at Vero Beach on our trip south, not because it was a goal, but because we wanted to save the southern part of Florida for another trip. We want to make the circuit from Vero Beach around the southern tip of Florida and into the Gulf of Mexico, through the canals and rivers to Lake Okeechobee, and out on the Atlantic side of Florida again. We did not want to spoil any of that trip with a quick visit to Miami or the southern part of Florida. Consequently, St. Augustine became our "vacation" spot.

While we were passing through Georgia on the way down, I had telephoned an old army buddy whom I had not seen since we were together in Paris. We had become separated there, and except for an occasional few Christmas cards, we had practically lost track of each other. We were greatly pleased when we learned that he was planning to vacation in St. Augustine during the time that we would be in Florida. It was a natural, so we arranged to meet there.

We went sightseeing to all of the tourist attractions in St. Augustine—inspected the forts, visited the churches, and generally gawked at the oldest city in the continental United States. We were impressed and thoroughly enjoyed the entire week that we spent there. The sightseeing along the waterway may not have much variety for the people of the East but for desert dwellers like us a trip along the Atlantic coast is particularly interesting because the sights are so different from those along our cruising waters. The Spanish flavor of St. Augustine even made us a bit homesick.

I hate to be disloyal to California's weather, but Florida was every bit as comfortable. The days were warm, but *Murleta's* speed kept a breeze blowing that made us quite comfortable. When we stopped, we did feel the heat, but we usually kept travelling until the heat of the day was gone. The evenings were perfect for sitting in the cockpit and sipping a tall drink after a day's run. Even the air conditioner which we had carried from California remained packed until we reached Vero Beach, Florida. And then we only used it to stir the air for a breeze.

One thing the Atlantic Coast did introduce us to, though, was its storms! In Stuart, Florida, the most southerly point of our trip, the marina people did not increase our sense of security when they described how they hauled out the smaller boats when a hurricane was approaching and sank the bigger ones to keep them from being blown away. From that time on, we listened with bent ears to every newscast. And we might have forgotten about it if the dock master at St. Augustine had not described in detail how the float

(Continued on page 162)

Or a stern for instance. But make sure they belong to a Striker. Because then, what you'll have from end to end is probably the world's finest aluminum yacht.

Every Striker is powered by diesel engines for the ultimate in safety and cruising range. And because all Striker yachts are crafted in welded marine aluminum, they give unexcelled performance and the level of maintenance is almost negligible.

You can see your Striker at 3100 State Road 84 in Fort Lauderdale. (That's our own back yard.) Or if you want more information, call us collect at 305 / 587-2640. Or our sales office at 525-6579. Striker Aluminum Yachts, Inc. Take a bow.

Striker
DIESEL/ALUMINUM

Take a bow.

The Striker 54' Motor Yacht

THE MIAMI 29. For exciting fishing and cruising.

Proven Quality Scottie Craft.

THE MIAMI 27 One of the largest "trailable" sport-fishermen.

Built from the keel up for quality and performance, SCOTTIE CRAFT has earned the respect of knowledgable deep sea fishermen the world over for its rugged quality, ease of handling and dependable performance. In rough seas or calm waters, the controls respond instantly to your every command, whether you're trolling, maneuvering to land the big ones, or on a fast run to deep water.

The cockpit and interior are designed to be roomy, functional and comfortable—yet done with a style and convenience that will make an enthusiastic first mate out of your favorite woman.

The finest materials and craftsmanship go into this all-fiberglass boat. The final proof of the excellence in quality is in resale. A great boat will retain its value. Check a previously owned Scottie Craft —if you can find one.

SCOTTIE CRAFT for the Fisherman *and* the Family.

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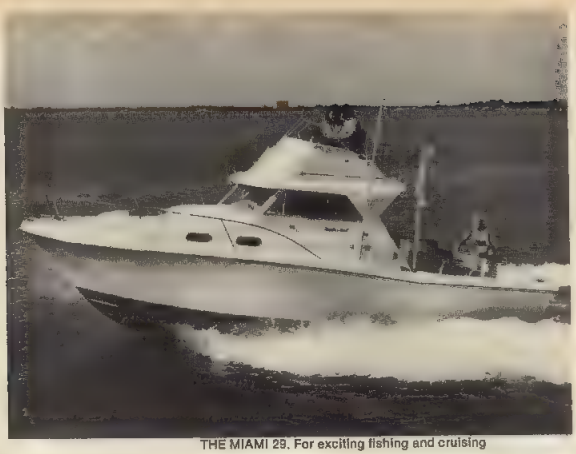
OF AMERICA



THE MIAMI 29. For exciting fishing and cruising

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Built from the keel up for quality and performance, SCOTTIE CRAFT has earned the respect of knowledgable deep sea fishermen the world over for its rugged quality, ease of handling and dependable performance. In rough seas or calm waters, the controls respond instantly to your every command, whether you're trolling, maneuvering to land the big ones, or on a fast run to deep water.

The cockpit and interior are designed to be roomy, functional and comfortable—yet done with a style and convenience that will make an enthusiastic first mate out of your favorite woman.

The finest materials and craftsmanship go into this all-fiberglass boat. The final proof of the excellence in quality is in resale. A great boat will retain its value. Check a previously owned Scottie Craft —if you can find one.

SCOTTIE CRAFT for the Fisherman *and* the Family.

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the name of the boat is Scottie Craft.

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OF AMERICA

New Gulf Coast Maps Reflect Hurricane

Gulf Coast yachtsmen do not need any word from Uncle Sam about the destructiveness of Hurricane Camille last August. But they may find useful 14 new maps of the 200-mile area that was flooded between Bayou LaBatre, Alabama, and the mouth of the West Pearl River, on the Louisiana-Mississippi boundary. The hurricane moved inland only eight miles but floods penetrated 20 miles upstream of the lower Pascagoula and Jourdan estuaries. The new maps are in the form of hyrdologic atlases, including texts. They cost 75 cents each and may be purchased from U.S. Geological Survey, Distribution Section, 1200 S. Eads St., Arlington, Va. 22202. Ask for HA-395 through HA-408

Vanquished Victor

Although only forty one years old, Bill Cooper of Marina del Rey, California, had raced power boats for twenty years – skillfully and successfully. He had competed in virtually every major marathon and offshore race staged in North America and Europe, had scored victories in such classics as the Salton Sea 500, the Parker Dam 9-Hour, the Lake Havasu Outboard World Championship.

Noted for his skill and stamina, Cooper also was an innovator who enjoyed stretching racing rules to their extremes. In 1967, he introduced an outboard-powered ocean race boat called *Spooky* which met the APBA minimum length requirement of 20 feet only by the strategem of extending a false bow and having its mechanic ride in the rooster tail, on a scaffold-trapeze contraption behind the engines. This rig may have looked comical but it was effective enough to win the San Diego-Long Beach leg of that year's Long Beach Hennessy Cup Race.

In June of 1968, Cooper was badly hurt in a flip at the start of the Clear Lake enduro near Houston, Texas. Although so severely slashed that it required 2,000 stitches and innumerable transfusions to save his life, he was back at the wheel of a racing boat less than two months later in the 1968 Hennessy Cup race.

Last December 5, Bill Cooper died. Cancer had done what racing accidents had not been able to.

Boat Owners Lose Tax Cases

Two more owners who challenged Internal Revenue Service rulings on the tax deductibility of boating expenses have lost again at the hands of the Tax Court of the U.S. The operator of a funeral home in Evansville, Indiana, painted the name of his mortuary on his Chris-Craft and deducted, as a business expense, $1,950 depreciation each year for four years. The Tax Court said IRS had been "generous" to allow half of that sum.

In a second case, a businessman not only lived aboard his 70 foot sailing yacht as many as 304 days a year but also had enrolled his boat with the Coast Guard as used exclusively for pleasure. However, because he did charter the boat occasionally and did some oceanographic surveys, he claimed a deduction exceeding $25,000 (over a three-year period) as a business expense. The Tax Court found the owner did not seriously undertake the operation as a profit-making venture and disallowed the entire deduction.

Lake-Making Booms

There is a boom in man-made lakes, aided by a 1962 law which allows Uncle Sam to pick up the check for up to half the cost of providing such public recreation facilities as marinas. In the past 15 years, more than 5,000 watershed lakes and reservoirs have been built by local communities, with the aid of the Soil Conservation Service of the U.S.

WITH THE UNDERWAY/USPS

With the conclusion of the 29th District Spring Conferences and the normal academic year, USPS begins the 1970-71 season. The Spring Seminar, held in Savannah in May, brought together 30 District Commanders, 23 of whom are new, and 30 District Educational Officers, only 9 of whom are new, for indoctrination in USPS policies and for confirmation of their responsibility in leading the 30 Districts' administration and educational programs. The names listed with an asterisk are new officers.

1970 DISTRICT OFFICERS

1. R. L. Woods, N (New Britain), A. P. Coggins, N (New Britain).
2. *F. W. Gratz, N (Westchester), *W. H. Blake, N (Lake Candlewood).
3. *T. C. Culyer, N (Brooklyn), E. H. Zeitlin, N (Great Neck).
4. *H. J. Ball, JN (Barnegat Bay), H. J. Ritscher, N (Bronx).
5. *E. K. Patten, N (Sue Island), *C. L. Parsons, N (Potomac River).
6. I. F. Knopf, N (Swiftwater), J. H. Clark, N (Swiftwater).
7. *W. C. Engle, AP (Ten Mile), R. D. Niebel, N (Mansfield).
8. *I. L. Hicks, N (Ft. Lauderdale), C. A. Cotzin, N (Miami).
9. *J. J. Wetzel N (Grosse Pointe), G. H. Howell, N (Grosse Pointe).
10. *J. Richard Palmer, N (Green Bay), *J. M. Phinney, N (Milwaukee).
11. J. M. Downie, JN (Erie), A. H. Nickerson, N (Pyamatuning).
12. *R. L. Williams, JN (Boston), R. F. Bennett, N (Charles River).
13. *W. G. Harper, Jr., AP (Valley Ho), A. E. Giesler, N (Santa Monica Bay).
14. A. J. Alden, AP (Mattapoisett), D. H. Chase, N (Cape Cod).
15. *E. P. Beaudoin, AP (Fort Walton), H. F. Simmons, N (Metairie).
16. *D. W. Carroll, N (Possession Sound), A. H. Hudson, N (Bremerton).
17. *O. V. Scott, Jr., N (Atlanta), *R. L. Henley, N (Atlanta).
18. F. S. Carbone, N (Beverley), H. F. Wallis, N (Gloucester).
19. *L. R. Charest, N (Casco Bay), R. E. Davis, N (Casco Bay).
20. *T. Beste, AP (Calumet), *W. L. Sheridan, N (Waukegan).
21. *R. T. McKinney, AP (Fort Worth), W. L. Childs, Jr., N (Houston).
22. *G. C. Scherrer, N (Anna Maria Island), G. R. French, N (Venice).
23. *F. P. Thompson, S (Daytona Beach), *T. Romans, N (Orlando).
24. *C. A. Bastin, AP (Louisville), *R. L. Bookwalter, N (Dayton).
25. *E. B. Birkett, AP (San Francisco), C. E. Hutsell, N (San Francisco).
26. *R. E. Rettew, N (Greenville), *E. H. Fetner, Jr., JN (Congaree).
27. *H. E. Greene, N (Charlotte), J. T. Dover, JN (Charlotte).
28. *C. B. Moyer, AP (San Luis Rey), *M. M. Coston, N (Balboa).
29. *W. L. Hullenkremer, AP (Fostoria), C. H. Bowman, N (Fort Wayne).
30. R. H. Smith, N (Naples), E. W. Bollinger, N

Congratulations to all—newly or re-elected ⚓

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away from the tug and into the dock at Wilkerson's Bridge, 109 nautical miles from Norfolk. I only wish we had gotten his name so I could publicly thank him for helping us in a way that was so unexpectedly handsome.

Tying up to a tree along the banks of a canal is not the best way to spend a first night on the waterway, but it was a very interesting experience. The peace and quiet of the canal as the sun went down and the night creatures of the swamp began to tune up for their serenade was relaxing to say the least. No marina could compete with such facilities!

And the facilities at Beaufort, North Carolina, the next night nearly made us turn back! With no Waterway Guide,

we were trusting to luck more than anything, so it is not strange that we got some vague directions from people along the waterway. Night was falling fast, the wind was coming up, and we were bushed after having traveled for nearly ten hours.

We finally found a motel with docks behind it that had seen better days during the Civil War. A fight with those inevitable four posts did nothing to make the evening more pleasant, either. It was not until the next morning that we found the marina that the good people had no doubt directed us to. Its facilities were excellent. There were water and electricity for each berth, laundry facilities, and showers in the clubhouse. In fact it was so nice we were tempted to stay overnight just to enjoy the comforts.

From Beaufort, North Carolina, on to Florida we found the marinas to be numerous and excellent. We even found some here and there, with floating docks. Whenever we did, we stayed at the marina that had them, you can bet!

With such a small boat, though, proper marina facilities often were difficult to find. They seemed to be set up, as I said earlier, for the fifty-foot class of boat much more than for the smaller boat. We often found ourselves choosing a marina that was smaller and more accommodating to smaller boats. One in particular that we found quite accommodating was Hague's Marina at Myrtle Beach. They had even built a low section in their gas dock so that boats with low freeboard could be serviced without using a line to lower the gas hose to the deck!

It was at Hague's that we met the Schmidts, too. They really made us feel good! They had travelled from Florida to Maryland in their eighteen foot catamaran with two outboards on it. Their freeboard was much lower than ours, and they must have felt even smaller when they tried to tie up to those gigantic poles! But they were very nice people. He had been a boat racing driver, so needless to say, they were travelling much faster than we were. We never did see them again, but we figured that if they could make the trip in their little boat, *Murleta* was a cinch.

We even found one marina that we almost didn't get away from. Oddly enough, it was in a town called Beaufort, too. But this Beaufort was in South Carolina. The marina had floating docks, which immediately endeared it to our hearts, but even more endearing was its owner. He met us as a friend rather than a businessman with his hand out for pay. I guess you would call this typical of the Southern hospitality of which you read so much. But the marina owner certainly did not look like any Southern gentleman when we arrived. I had to look him up to get a slip for the night, and I finally found him deep in the innards of a fishing boat he was working on. Between the two of us we managed to get grease up to our ears while we looked for the problem with his engine.

That evening he insisted that we let him drive us to town

(Continued on page 158)

Cruise 300 miles for only $4.00?
The Albin 25 is the impossible dream come true . . . a luxury cruiser featuring all the extras, with an upkeep cost that's almost unbelievable.
The recent introduction of a new, cooled marine diesel engine that's so economical to run, just $4.00 worth of fuel will take you on a 300 mile trip.
Swedish designed, this 25 footer's beauty has a modern all fiberglass hull and superstructure.
She requires extremely little maintenance and comes complete with galley stove, sink, dining table, fresh and salt water foot pumps, separate bathroom with additional sink, carpeting, cushions and curtains . . . it's all standard including the beautifully upholstered aft cabin for complete privacy for guests and children.
Built for safety in rough seas, the high cockpit coaming keeps youngsters safely inside, and extra dry in rough seas.
See the Albin 25, and make it your dream come true.
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ALBIN

your next home away from home

Seagoing

55'

A choice of luxury interiors offers lower family stateroom for group cruising and spacious lounges for corporate executives and those who want to entertain distinctively.

L.O.A.—55'0". Approximate gross weight 17,484 lbs. (Fiberglass)
Beam—12'0". Twin engine hatches
Rear Deck—9'0". Single hatch forward deck
Front Deck—12'0". Non-skid deck surfaces
Draft—2'3". Deck rails—Stainless steel
Freeboard—2'7". Color coded electrical wiring system
Cabin Width Inside—9'0". Color coordinated interior

48'

A lower stateroom adds space to sleep 3 in comfort. Large comfortable galley and wheelhouse, spacious aft cabin. Electric range, stereo tape player and central vacuum cleaner system help make a magnificent boat.

48' FIBER
L.O.A.—48'0". Twin engine hatches
Beam—12'0". Single hatch forward deck
Rear Deck—8'0". Non-skid deck surface
Front Deck—12'0". Deck-rails—stainless steel
Cabin Length—28'0". Color coded electrical wiring system
Freeboard—2'8". Color coordinated interior
Draft—2'3". Cabin Width Inside—9'0".

41'

Designed specifically for today's fun loving family. Luxurious color coordinated interiors. Available in fiberglass or steel.

41' FIBER PROFILE
L.O.A.—41'0". Twin engine hatches
Beam—12'0". Single hatch forward deck
Rear Deck—5'6". Non-skid deck surface
Front Deck—10'9". Deck rails—stainless steel
Cabin Length—24'9". Color coded electrical wiring system
Freeboard—2'8". Color coordinated interior
Draft—1'10".
Cabin Width Inside—9'0".

35'

A choice of engine options permit you to tailor the boat to your cruising desires.

35' FIBER PROFILE
L.O.A.—35'0". Single engine hatch
Beam—12'0". Single hatch forward deck
Rear Deck—5'6". Non-skid deck surface
Front Deck—10'6". Deck rails—stainless steel
Cabin Length—19'0". Color coded electrical wiring system
Freeboard—2'5" est. Color coordinated interior Draft—1'0" est.
Cabin Width Inside—9'0".

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Circle No. 5 On More Data Card on Page 90

Fifteen SEA-HORSE outboards from 115 hp to 1-1/2 hp. Loaded with new engineering, new styling and new go! Six new SEA-FOIL stern-drive boats. Nothing this beautiful could be so fast, so smooth and so sure. Until now. Wow! Go to your Johnson dealer. Get his free color catalogs. And turn this page for a sneak preview...

Johnny Eagle Skeet Set

✓ Just Like Real Skeet Shooting!
✓ Aim, Fire at Spinning Targets!

9.97

1 Now young sharp-shooters can have all the thrills and excitement of "shooting skeet"! Walnut-grained plastic shotgun breaks to load play shells that fire safe plastic bullets. Foot pedal operates throw stand that sends large or small targets spinning high. Try your skill!
85 Y 7900E—By Topper. Ship. wt. 5 lb. Mail.....9.97

Remco "Western Man" 7.97

2 DELUXE WESTERN Outfit—play any Western role! Includes two 9-in. 250-shot repeaters in Brown embossed simulated leather holsters, plus Winchester 94 rifle. Western hat, spurs, canteen, neckerchief, slide, marshal's badge. Ship. wt. 5 lb.
85 Y 7914E—Outfit. 7.97

"Kentucky Long" Outfit

Rifle and 2 Pistols **9.99**

3 "KENTUCKY LONG" Set features 37-in. long rifle with solid 1-pc. wood stock in bright finish; steel, brass trim. Matching pistols are 13½-in. long. Both shoot soft cork balls (incl.). Load by pressing balls into chamber with ramrod (included). Great decoration! Mail.
85 Y 7905E—Wt. 5 lb. 9.99

4 "FASTEST GUN" on the block totes 2 trusty single shot pistols in a double-leather holster with matching cuffs! He wears his guns on a plastic belt with 3 bullets—plus a vest ½ mask, sheriff's badge, kerchief, whistle, canteen, trophy cup.
85 Y 7913—Mailable. 3.99
Ship. wt. 1 lb. 11 oz.

New!

Crosman Air Rifles

M-500 "POWERMATIC"

- Fastest Shooting BB Gun!
- 100 Shots Per Powerlet!
- Walnut Finished Stock!

19**85**

3

2 Electric Target 12.97

1 Safari Gallery 8.99

1 SAFARI "Buffalo Hunt" action air gun target. Safe indoors with BB pellets. Hit buffalo, disc-ring bell. Steel back muffles shots. Extra targets! 20-ga. steel.
33 Y 3905E—Shipping weight 7 lb. Mailable... 8.99

2 MARKSMAN ELECTRIC BB Gallery. 110-volt motor. Moving ducks, spinning targets, ring-the-bell bull's eye. Target paper, instructions. UL approved.
33 Y 3906E—18x15x6-in. Easy assembly. 11 lb. Mail. 12.97

4 M-1400 Pumpmaster .22 Cal. Rifle 29.90

5 M-1 Carbine BB Repeater 17.90

6 M-760 Powermaster Air Rifle 22.90

High Compression Pump

The All-New M-500 "Powermatic"

3 Fast-action "Powermatic"—over 100 shots per powerlet! Pos. safety. Adj. windage and elevation field sights. Zinc receiver, steel const. 37¾-in. Walnut finished stock. Mail.
33 Y 3903E—Shipping weight 8 lb.....19.85
33 Y 3904E—*With 4X Scope.* Wt. 9 lb. 29.85
33 Y 3908—*10 CO_2 Cylinders.* 1 lb. 6 oz. 2.49

5 M-1 CARBINE 22-shot BB repeater. M-1 clip stores 270 BB's. Slide action cocking. Adjustable military sights. Steel barrel, hardwood stock. About 4½-lb. 35⅝-in. Mailable.
33 Y 3843E—Shipping weight 8 lb.....17.90

4 "PUMPMASTER." 22 - caliber. Velocity ranges from low to 575 feet - per - second. Solid steel barrel, Monte Carlo stock; auto. cocking. Adj. trigger; right or left-hand safety. Weighs about 6 lb.
33 Y 3915E—35-in. long. 8 lb. Mail...29.90
33 Y 3869—*500 .22 Pellets.* 1 lb. 7 oz...1.97

6 M 760 POWERMASTER. High compression pump action—Vel.: low to 550-ft/sec. Adjustable sights, cross-bolt pos. safety, visual loading. Hardwood stock, steel barrel. Either .177 cal. pellets or BB's (180 cap.)
33 Y 3880E—Shipping wt. 6 lb. Mail..22.90

M-342 Benjamin .22 Cal.

7 Pump action for pressure fire. Walnut stock, pump handle. Adjustable rear sight, ramp-type front sight. Thumb operated breech safety. Actual wt. 6 lb. Overall length 35-in. .22 Caliber. Mail.
33 Y 3898E—Wt. 6 lb...32.85
M-347 Benjamin .177 Caliber Pump Air Rifle. Mailable.
33 Y 3901E—Wt. 7 lb..32.85
Can of 500 .177 Cal. Pellets
33 Y 3902—Wt. 15 oz....1.79

7 M-342 Benjamin .22 Caliber Pump 32.85

that they are reliable when the going is tough, when reliability is the most valued attribute an engine can have.

Look anywhere on a sport boat and you'll find evidences of this experience and knowledge. Deck hatches that used to leak are now watertight. Anchors that used to come adrift and fly around as dangerous missiles are now rigged to stay put. Handrails that used to be where they weren't needed, are now where you can reach one from anywhere you're likely to be. In little details, and in overall concepts, the experience gained by offshore racing shows.

And as time goes by, the boats will get better as more knowledge is fed in from the racing, a sport that will most certainly continue to thrive. At least, it will thrive as long as Aronow and the rest of the group stay involved, which is likely to be a long time. For in spite of their sincere desire and interest in producing good boats for the general public, their main love is still the competition. Lest you doubt this, let's close this article by relating an incident that happened in last year's Gateway Marathon.

In the Gateway for the first time in a long time, Aronow and Odell Lewis—one of the solid cast iron drivers of all time—were running closely matched boats. Right from the start, the two of them ran their own race, fighting for each foot at increasingly terrifying speeds.

As luck would have it, Odell blew an engine. Aronow stopped, found out that Lewis was okay, then roared off to win the race, a race that became increasingly rough as it progressed.

Later that night, Odell met Don ashore and said, "It was a good thing that I broke down."

Don was surprised at that and asked, "How come?"

Lewis looked Don in the eye and replied, "Both of us wouldn't have survived." ‡

Note: Be sure to read Tom Bottomley's wrap-up of 1969 racing in the Watersports section.

action. You experience this every time you put a planing runabout or cruiser "over the hump." Once on plane, you can back off on the throttle and maintain your speed.

The ease with which a boat moves onto plane, and the degree of planing action achieved, depends on hull shape, weight, and the power available. A light runabout with a flat bottom is going to move on to plane quicker, and at a lower speed, than a heavy cruiser of the same size, with a semi-vee bottom. Once on plane, a greater proportion of the cruiser bottom will remain in the water; to overcome its drag, more power would be needed to reach the same potential top speed as the runabout.

When a boat is on plane, air actually provides some of the support for the hull, and some boats are designed to take advantage of this. Tunnelhull catamarans, some trimarans, and cathedral or trihedral bottoms are engineered to trap as much air as possible, to literally provide a cushion of air under the boat. A greater proportion of hull surface and hull weight is out of the water; drag is reduced, and less power will provide reasonable speed.

While it is possible, theoretically, to increase the speed of any planing hull by applying more power and/or increasing propulsion efficiency, some practical limitations do exist. Major limitations are economy and safety.

Take a houseboat, for example, of any planing hull form (single hull, catamaran, trihedral, etc.). It is relatively heavy for its length, and its center of gravity is well above its waterline. A 30-footer designed to cruise at 25 knots may require a pair of 200 hp engines with stern drives. To achieve an additional 10 knots in speed, it would require almost double the power—with the added cost of the installation and operation.

(Continued on next page)

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• Complete Fiberglass • Able to Pull Skier
• Complete Chrome Hardware • Unsinkable
• Telefleck Steering • Built-in 6 Gal. Gas Tank

The First and Only boat of its size able to pull skier. Lowest priced powerboat available.

.. an experience in fun.

Skee-Bee is the ideal fun boat, whatever your pleasure . . . water skiing. . . skin diving. . . fishing. . . racing. . . or just plain cruising. Skee-Bee puts the fun in it. Standard equipment includes metal flake finish in four colors (blue, gold, red and green), telefleck steering, built-in fiberglass six gallon gas tank, 2 fuel air vents and all-chrome hardware. It is constructed of complete fiberglass composition, 2 passenger, double hull construction and polyurethane flotation.

Skee-Bee is capable of speeds to 35 mph with a manufacturer's recommended maximum HP of 25. Skee-Bee is 150 lbs., 8'4" in length. No docking is necessary. You are able to carry Skee-Bee by car rack or station wagon. Contact your boat dealer or send attached coupon.

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MODEL 1631 CHAIN SAW
4.2 Cubic Inch Displacement

- 16" Bar
- Fuel Primer
- Auto-Recoil Starter

2818G13997—16" Bar Chain Saw with 4.2 Cubic Inch Displacement. Lightweight, yet powerful, this saw will meet any casual users need. Equipped with manual oiler for chain lubrication and a flush front handle. Other features: bore and stroke: 2⅛"x1⅛"; engine: 2 cycle piston ported, all position cutting. Ignition waterproof high tension magnets; choke starting. Ship. wt. approx. 24 lbs. **Sugg. Retail $199.95**

MODEL 1645 CHAIN SAW
4.2 Cubic Inch Displacement

- Bore and Stroke: 2-1/16" x 1¼"
- 16" Bar
- Automatic and Manual Oiler
- Automatic Recoil Starter

2819G15747—16" Bar Chain Saw with 4.2 Cubic Inch Displacement. A powerful deluxe unit with deluxe features. Automatic oiler provides proper flow of oil during cutting. Manual oiler allows addition of extra oil for tough cutting. All position cutting with ⅜" chain pitch. 2 cycle piston engine has 1.85 pts. fuel capacity. Ignition has waterproof high tension magnets. Engine is primer starting. Better balance, less weight and characteristic Skil power tool stamina produces the cutting capacity that makes short work of any job. Ship. wt. approx. 25 lbs. **Sugg. Retail $224.95**

MODEL 1661 CHAIN SAW
5.8 Cubic Inch Displacement

- 20" Bar
- Bore and Stroke: 2-5/16" x 1⅜"
- Automatic Recoil Starter
- All Position Cutting

2820G18897—20" Bar Chain Saw with 5.8 Cubic Inch Displacement. Most powerful and rugged of all lightweights. Automatic/Manual chain lubrication; flush handle; all position cutting; waterproof high tension magnets; 2 cycle piston ported engine. Ship. wt. approx. 30 lbs. ..... **Sugg. Retail $269.95**

MODEL 518
SKIL 18" ELECTRIC ROTARY LAWN MOWER

2821G7347—Equipped with a 10 amp motor that produces power surpassing that of a 5 HP gas engine. Nothing to pull, nothing to crank, no fuel to worry about. Starts with a flick of the switch. Switch is recessed in the handle to prevent accidental starting. Flip over handle to reverse mowing direction without turning mower. All four wheels are adjustable for cutting heights from 1⅛" to 3⅜". Large capacity grass catcher included. This mower will make lawn care simple, silent and swift. Ship wt. 53 lbs. **Sugg. Retail $104.95**

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RUGG 22" DELUXE
ROTARY LAWN MOWER

2809GF10425—22" Self Propelled Lawn Mower. Features B. & S. 3 HP engine, recoil starter, adjustable cutting height ⅝" to 3½"; 6 steel blades ball bearing reel; cast iron cutter bar with lipped edge; 9½" semi-pneumatic balloon tires; 2⅜" D. hardwood roller; 2 position stop handle. Ship wt. 108 lbs. **Sugg. Retail $146.50**

2810GF9719—18" Self Propelled Lawn Mower (Not Shown). Safe features as 2809GF10425 except mower has 4 steel blades. Ship. wt. 87 lbs. **Sugg. Retail $127.20**

DELUXE 21" SELF PROPELLED ROTARY LAWN MOWER

- 3.5 HP B&S Engine with Recoil
- 14 Ga. Steel Deck, Turbo Design Blade Housing
- ⅞" Tubular Steel Handle
- Steel Wheels with 8" Tires
- Height of Cut: 1½" to 2½"

RUGG QUALITY MOWERS

2811GF7513—21" Self Propelled Rotary Mower. Features listed above. Ship wt. 77 lbs. **Sugg. Retail $97.55**

2812GF8119—21" Self Propelled Rotary Lawn Mower with Grass Catcher. Ship wt. approx. 80 lbs. **Sugg. Retail $105.55**

2813GF6531—20" Push Type Rotary Lawn Mower (Not Shown). Same features as 2811GF7513 except with 3 HP Tecumseh Engine and 7" tires. Ship wt. 56 lbs. **Sugg. Retail $82.10**

2814GF6548—20" Push Type Rotary Lawn Mower with Grass Catcher. Ship wt. approx. 61 lbs. **Sugg. Retail $90.20**

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Calfskin Leather Grip
Conventionally Strung

5127A2996—World's first totally engineered non-wood tennis racket. The frame, extruded from a special aluminum alloy, will last indefinitely. It's rugged finish won't warp, chip, crack or take a set. Weight and balance are controlled to a degree never before possible. Strings like conventional wood frame rackets, Grooved frame protects strings from scuffing. Molded string guards in every hole provide extra long string life. Premium quality leather grip. The Smasher swings easier, yet with more power, greater accuracy and control. Grip sizes: 4½"; 4⅝"; 4¾". Specify. Mfr's. Sugg. Ret. $45.00

Spalding Tennis Balls
4693A221—Can of 3 long-lasting balls with Dacron-Nylon-Wool covers. Balls have color seams for instant identification on the court and an exclusive super-sealed, leak-resistant core. Handy new plastic recloure lids on every can. USLTA approved
Mfr's. Sugg. Retail $2.95

Deluxe Cover and Press
3536A195—Complete protection for your racket! Waterproof cover of double texture, plaid fabric with 3 ball pocket, name plate, hanger loop with elastic tie strings. Fine lacquered hardwood press. Bolt tops fitted with smooth nickel-plated ball caps. All corners rounded, edges bevelled. Retail $2.95

Tensor

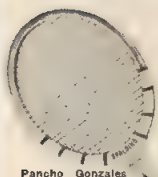
Tensor products are sold by us only to retailers for resale or for awards, premiums or prizes on a bona fide purchase order. They are not to be resold at less than the factory maintained retail price.

Steel Tennis Racquet
5158A2258—This is the first steel tennis racquet selected by the United States Lawn Tennis Association. Frame made of chrome-moly steel tubes, welded into a streamlined one piece unit. The open-throat design cuts wind resistance to a minimum. The racquet is conventionally strung with nylon requiring no special equipment for re-stringing. Along the rim, the string is recessed to prevent scuffing and grommets of brass are used instead of breakable plastic. The grip is more comfortable because porous wood is used to absorb both perspiration and impact. Deluxe leather covers the wood grip. A press is not needed since this racquet will not warp or split. Cover included. Available in: 4½ Light, 4⅝ Medium, 4¾ Heavy. Specify
Mfr's. Sugg. Retail $42.00

SPALDING

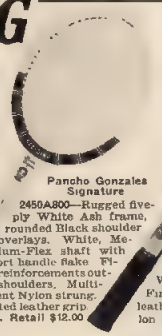
CUSTOM-LINE TENNIS RACKETS

Designed and quality built to Spalding's rigid specifications

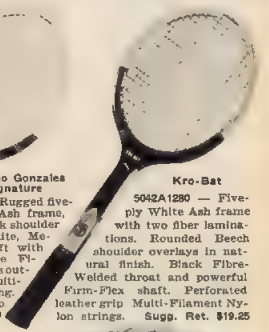


Pancho Gonzales Autograph
2761A1767—Superb, extra response six-ply All White Ash frame with rounded shoulder overlays. Each frame individually weighted and balanced to exact specifications. Fibre-Welded throat. Medium-Flex shafts. Ashaway Pro-Fected Nylon strings. Perforated leather grip. Mfr's. Sugg. Retail $26.50

Doris Hart Signature
2760A300—High quality five-ply all White-Ash frame. Perfect balance and feel. Light Blue Fibre-Welded throat and shaft with gold trim. White shoulder overlays. Short, natural handle flake. Multi-Filament Nylon strings. Perforated leather grip.
Sugg. Retail $12.00



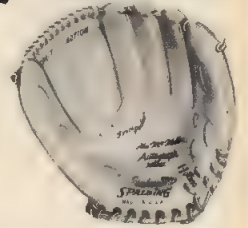
Pancho Gonzales Signature
2450A800—Rugged five-ply White Ash frame, rounded Black shoulder overlays. White, Medium-Flex shaft with short handle flake. Fiberreinforcements outside shoulders. Multi-Filament Nylon strung. Perforated leather grip.
Sugg. Retail $12.00



Kro-Bat
5042A1280 — Five-ply White Ash frame with two fiber laminations. Rounded Beech shoulder overlays in natural finish. Black Fibre-Welded throat and powerful Firm-Flex shaft. Perforated leather grip. Multi-Filament Nylon strings. Sugg. Ret. $19.25

Billy Williams Fastback Model
5129A1040—This fine model has the Speed Trap web with spiral laced web top. Skip laced thumb and little finger. Adjustable thumb loop. X-Laced fingers. Holdster finger slot. Roll leather binding. "Deep Well" pockets.
Sugg. Retail $16.50

Johnny Callison Professional Model
5029A2000—Dependable large size five finger model featuring the exclusive two-ply, Wonder Web. High quality heavy tan mitt leather. Full U-shaped heel with E-Z Flex palm hinge. Full leather lining. X-laced, adjustable wrist strap. Sugg. Retail $29.95



Ken McMullen Autograph Model
5028A1667—Sure fielding large size model with double fold, Split Center web, double X-laced at back. Select quality heavy tan mitt leather, with full leather lining. E-Z Flex palm hinge. X-laced wrist strap. Sugg. Retail $24.95

Spalding's unique two-piece Unicore construction, combining the ultimate in durability with outstanding playability, distance and feel.

Unicore Construction

Spalding Al Geiberger Golf Balls

5100A538—New Unicore two piece construction Super-resilient one-piece core with a virtually indestructible one piece molded on cover. Gives the ball more life and extraordinary durability Lifetime white finish. Sharp click at Impact Box of 12. Mfr's. Sugg. Retail $9.00

THE REVOLUTIONARY SPALDING ALUMINUM SHAFT

- It took Spalding years to develop an aluminum shaft that would perform like steel, yet weigh less.
- It also took a special new aluminum alloy from the Reynolds Metals Company.
- The Spalding aluminum shaft plays like steel, deflects like steel, and is step-tapered for the same precise response.
- What's more it has less torque than steel.

SPALDING

Durability and Performance

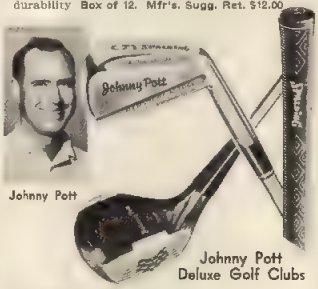
Rebel Duosphere

5101A730—Revolutionary new concept in golfing . . . the Duosphere ball. Radical two piece construction combines distance and durability. Its click and feel cannot be equaled. Delivers the performance of high quality liquid center distance golf balls plus extraordinary durability Box of 12. Mfr's. Sugg. Ret. $12.00

One Piece Molded Cover

Johnny Pott Golf Balls

5102A688—Two-piece construction, one piece molded cover and super-resilient one piece core, welded together under tremendous heat and pressure. Lifetime white paint. Extraordinary durability. Box of 12. Mfr's. Sugg. Retail $11.00



Johnny Pott Deluxe Golf Clubs

Johnny Pott Deluxe Golf Clubs

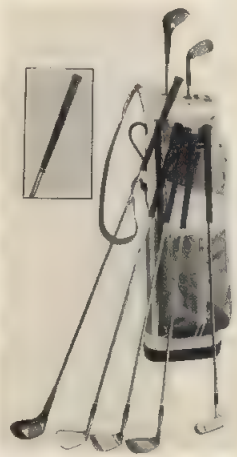
Spalding Power Action Aluminum shafts for the finest feel and playability Dark walnut power-ply laminated hardwood heads. High power titanite face inserts are in Red, White and Black Chevron design. Black cushion foam rubber grips with red and white trim Iron heads have Perma Finish chrome plating

	Mfr's. Sugg. Retail
5103A7333—8 Irons (2-3-4-5-6-7-8-9)	$110.00
5106A5333—4 Woods (1-3-4-5)	80.00
5107A4000—3 Woods (1-3-4)	60.00
5104A920 —Putter	13.95
5105A920 —Pitching Wedge	13.95

SPALDING GOLF SETS

Spalding Tournament Woods and Irons for Men and Women in Perfectly Matched Sets and Complete with Golf Bag.

Tournament Golf Clubs feature 'Step Rite' tempered steel shafts for positive flex-action feel and all weather rubber grips Woods feature Persimmonite "wood cor" wood made from a Terpolymer synthetic molded in Chocolate brown finish, Titanite insert, precision-fused without screws Super Sole Plate for heel-to-toe head protection. Irons are carefully contoured, crisp hitting with deep face blades sandblasted and scored to USGA specifications Gleaming chrome finish



4021A4800—Eight pc. Men's Johnny Palmer Tournament Golf Set. Consists of two woods (1-3) and five irons (3-5-7-9-P). Persimmonite "woodless" wood heads, molded-in Chocolate brown finish Super Sole Plate for heel-to-toe protection Irons have sandblasted blade faces and straight line scoring "Step-Rite" tempered steel shafts All weather rubber grips Full size keystone golf bag Panel style ball, boot and clothing pocket In handsome Red and Black vinyl coated fabric Ship wt 13 lbs Right or Left Hand Specify. Mfr's. Sugg. Retail $80.00

3020A4800—Eight pc. Ladies' Tournament Queen Golf Set. Consists of two woods (1-3) and five irons (3-5-7-9-P). Persimmonite "woodless" wood heads, molded-in Chocolate brown finish Super Sole Plate for heel-to-toe protection Irons have sand-blasted blade faces and straight line scoring "Step-Rite" tempered steel shafts All weather rubber grips Full size keystone golf bag Panel style ball, boot and clothing pocket. In attractive Light Spruce vinyl-coated fabric. Right Hand only. Ship wt. 13 lbs Mfr's. Sugg. Retail $80.00

Bar Accessories

Deluxe Bar Set

5016H885 Smartly styled bar accessories for the discriminating host. Chromium plated with engraved design. Includes Ice Tongs, Double Jigger, Bottle Opener, Corkscrew, Relish Fork, Cocktail Strainer and Bar Spoon. Gift Boxed. Shipping wt. 2 lbs.
Sugg. Retail $12.98

SODAMASTER SYPHON

Globemaster

5352H1550 2 Qt. Syphon Bottle. Make bubbling fresh sodas yourself, he modern way with three and five Beads of 3d Gold color finish Condiment Metal. Ship. wt. 4 lbs.
Mfrs. Sugg. Retail $23.99

Soda Master Chargers

5353H97—Box of 10 Chargers
Mfrs. Sugg. Retail $1.49

7 Pc. Bar Tool Set **White Metal Finish**

5714H1667—7 piece set consisting of spoon, jigger knife, opener, strainer cork screw and stand. Polished cast metal. Olde English scroll design. This deluxe set is functional and decorative. Add distinction to your bar. 12" High, 4" Wide. Ship. wt. 3 lbs. **Sugg. Retail $25.00**

Treasure Chest

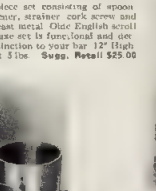
5612H900 Six stunning Lazy Susan compartments finished in 24 carat gold plate with horizontal red lined partitions. Keeps your liquor accessories neatly organized and always ready for use. Dark red leatherette covered chest with spring hinge top and pull out drawer serves as a beautiful storage unit for cocktail napkins. Ship. wt. 2 lbs.
Sugg. Retail $18.00

Mr. Bar Trio

1307X900 Set of 3 automatic pourers with dependable pewterplate finish. Each pourer automatically measures one ounce of liquor and then hesitates long enough to be moved to the next glass before dispensing another measure of liquor. **Sugg. Retail $5.98**

14 Pc. Deluxe Bar Set

5178H1200—Every needed utensil for the professional or amateur bartender. Set consists of 3 pourers, double jigger, two-tined fork, twisted beaded spoon, ice crusher, tongs, bottle opener, corkscrew, lemon squeezer, strainer, glass and stainless steel cocktail shaker. Ship. wt. 4 lbs.
Sugg. Retail $18.00



Decanter Set

5715H1667 Decanter decanter set. Polished decorative cast metal cork holds 2 - 26 oz. attractive decanter bottles. Lugs or handle carries bottles for carrying or storing. 14" High, 9" Wide, 4½" Deep. Ship. wt. 10 lbs.
Sugg. Retail $25.00

"Bar Master" Cocktail Set

8738H540 Six-Piece professional bar set includes shaker glass with popular mixed drink recipes printed upon it. Stainless Steel bar shaker, strainer, lime squeezer, double jigger, spoon. Ship. wt. 4½ lbs.
Mfrs. Sugg. Retail $9.00

Corky
Automatic Cork Extractor

5835H400 Modern automatic way to extract corks from any wine or liquor bottle. Simple operation remove sheath, insert extractor needle thru cork and push in forward. Air pressure will force cork from bottle. The perfect accessory. Ship. wt. 1 lb.
Sugg. Ret. $6.00

SPARKLET Refillable SYPHON

2825H1100—Standard 1 Qt. Syphon Bottle. Aluminum brushed Silver finished base and red top is impervious to corrosion. Highest degree of carbonation. Ship. wt. 4 lbs.
Mfrs. Sugg. Retail $16.50

5019H1630 Same as above in 1¼ Qt. size or. Shell Gold with black top. Ship. wt. 4 lbs.
Mfrs Sugg. Retail $22.95

Sparklet Bulbs

2826H90—Box of 10—Sparklet Bulbs.
Mfrs. Sugg. Retail $1.49

9 Pc. Bar Set

5017H600 Bar accessories for the professional or amateur. Set consists of 8" Bar Spoon, Lemon Squeezer, Ice Tong, Double Jigger, Cocktail shaker, Cocktail Strainer, Mixing Glass, Lever Corkscrew and Bottle Opener and Recipe book. Gift Boxed. Ship. wt. 3½ lbs.
Sugg. Retail $9.00

Mastmaster

5716H1169—1 Qt. Syphon Bottle. Changes tap water into crisp, thirst quenching fizzy soda at less than half the price of bottled soda. Ruby color finish. Counter model. Ship. wt. 3 lbs.
Mfrs. Sugg. Retail $17.95

Soda Master Chargers

5353H97 Box of 10 Chargers **Mfrs. Sugg. Retail $1.49**

The shoe for contact sports
Sperry Top-Sider

Port. This yachting shoe made Sperry Top-Sider famous. Perennial cup defender. Grips like a bear. Loving comfort. Shown, in old salt canvas; also in snap-dry nylon.

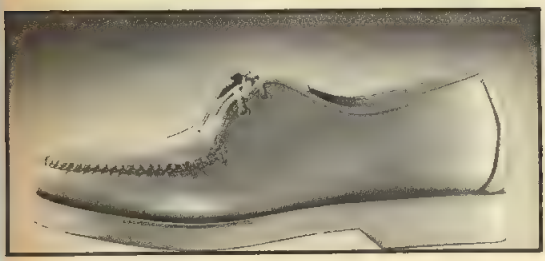
Starboard. The sneaky Moccasin. Cup race or rat race. Barefoot action. The wind sailor's favorite Contact. No skidding.

Below. The Leather Oxford — power boat special. Very classy. Superb comfort; and the famous Sperry cut-sole grips, and grips.

Prices from $8.00 to $26.00. Send for folder on shoes, boots, foul weather gear.

Sperry Top-Sider • 5 Rubber Ave. • Naugatuck, Conn. 06770

SPERRY TOP-SIDER



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Ernest J. Schmidt
Sales Manager
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‡ ‡ *Right you are!*

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In May, 1969, we tied up at the much improved Heliport facilities in the same spot. Captain Robert Williams, the proprietor, gave us excellent, thoughtful, and courteous service. The new floating barge (just up the river from the Old Mound City Boat Works) was modern, attractive, and the cleanest we had encountered on our run from Guntersville, Alabama, to Chicago. In conjunction with the Heliport, Capt. Williams provides helicopter service from the roof of the barge.

Kendall I. Lingle
Chicago, Ill.

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Dear Editor,

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As a long time reader (and sometime contributor) of *Motor Boating*, and a personal admirer of Cdr. Chapman and your former editor, Walter Juettner, let me congratulate you on giving attention to this recent development.

For inland waters, for river and lake cruising, for living aboard, I can think of nothing more practical or desirable than the houseboat!

Brainard C. Hatch
Delray Beach, Fla.

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(Continued on page 8)

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around the club. Contact

shoes, boots, and foul weather gear.

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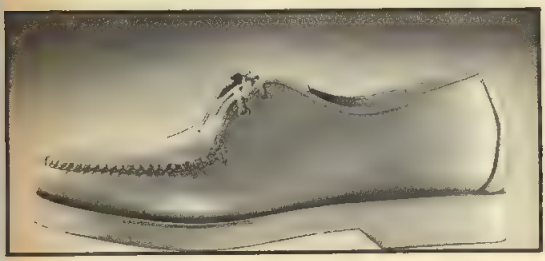

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Sport-craft

PERRY, FLORIDA INC

"The Most complete line of Fiberglass Pleasure Boats in the industry"

OFFERS YOU

SNAPPY TRI-HULL, CONVENTIONAL, AND DEEP "V" RUNABOUTS

Like the 19′, (at right), 15′, 17′, 18′, 20′, and 21′ SPORTSMAN, the 15′, 16′, 17′, 18′, 19′ and 21′ C-Gull, 15′, and 17′ Safari, and the new 18′ and 19′ bow-rider adventurers.

REASONABLY PRICED WEEKEND CRUISERS, SPORT FISHERMAN AND HOUSEBOATS

The family 19′ C-Hawk is at left. See also Sport-Craft's 18′ C-Hawk (outboard tri-hull cabin), 19′ Caprice, and the 19′, 20′, 21′, 23′, 25′, 27′ and 30′ C-Eagles. Sport-Craft also makes a 24′ houseboat, and the full-dress trailerable 25′ Imperial Cruiser.

OR SPORT-CRAFT'S LARGE CRUISER LINE

Four models to choose from: 27′ Imperial, 30′ Imperial pictured at right, sedan, and the brand new sedan express.

ALSO
40 ft. Sport-Fisherman
30 ft. Houseboat
23 ft. C-Gull
20 ft. Adventurer

SEE THE ALL NEW SPORT-CRAFT '70 At Over 150 Dealer Showrooms across the country, or

WRITE FOR BROCHURE

Sport-craft
PERRY, FLORIDA INC

POWERED BY MERCRUISER STERN DRIVES

P.O. Box 351, Perry, Florida Phone (904) 457-4701

Circle No. 12 On More Data Card on Page 90

with Sport-craft

We know that most boat buyers start small and work up. That's why, at Sport-Craft, we cater to everyone's taste. From the small runabout to the luxurious sportfisherman, we satisfy your boating needs and desires.

You can grow with Sport-Craft, producer of the most complete line of fiberglass pleasure boats anywhere.

For further information contact Sport-craft Perry, Florida

the Best Boats Attract the Best Dealers

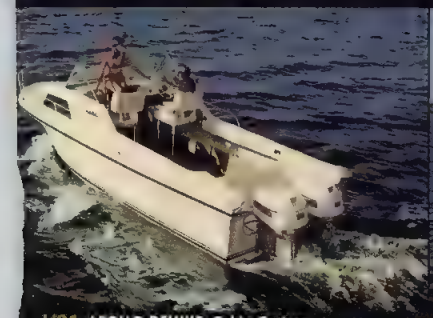
V24 CLEARWATER DELUXE. Trailer anywhere without special permits.

V26 AMERICANA DELUXE: Fly-Bridge Sedan Cruiser. Sleeps 5.

Here at Stamas we are just as fussy and fastidious about selecting our dealers as we are about building our boats. Perhaps that is why Stamas Owners have complete faith in both. It sure makes boating a lot more fun. Eleven 1970 models, 18 ft. to 26 ft. at our selected dealers now.

Stamas
LEVEL-RIDE

STAMAS BOATS, INC.,
TARPON SPRINGS, FLORIDA 33589



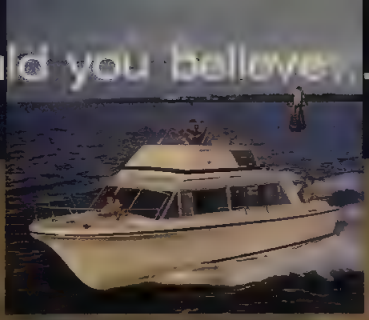
V21 APOLLO DELUXE: Cabin Cruiser. Outboard or I/O powered.

V26 AMERICANA DELUXE: Fly-Bridge, Hardtop and Convertible models.

nobody builds
a better boat
than a...
Stamas
and we build the LEVEL-RIDING STAMAS better every year
Stamas BOATS
INCORPORATED
Tarpon Springs, Fla. 33589
V26 Americana
Now 4 great models:
Fly-Bridge Cruiser

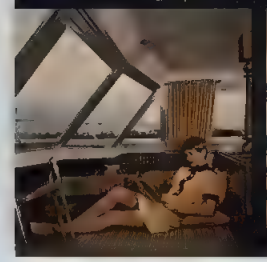
would you believe... in 26 feet l.o.a.?

Stamas V26 AMERICANA
SEDAN CRUISER



Fantastic Performance Fantastic accomodations for 6

Incredibly Spacious



Complete Galley

Stand-up Head

Stamas
BOATS
INCORPORATED
TARPON SPRINGS
FLORIDA • 33589

nobody builds
a better boat
than a...
Stamas
STAMAS
and we build the LEVEL RIDING STAMAS better every year
Stamas BOATS
INCORPORATED
Tarpon Springs, Fla. 33589
V26 Americana
Now 4 great models: Fly-Bridge Cruiser
Hardtop Cruiser • 6-Sleeper Sedan Cruiser • Convertible (not shown)

the tranquilizer... Stamas LEVEL·RIDE

Soft, Smooth, Level Riding Even When the Going Gets Rough

V-24 DELUXE

in 3 fiberglass trailerable models

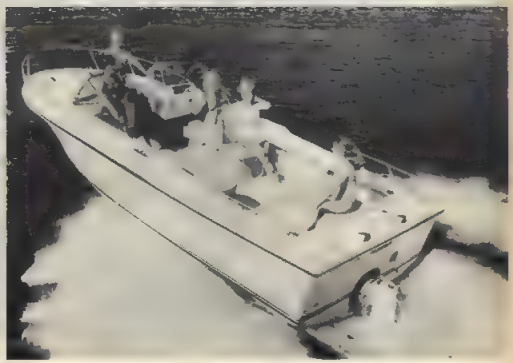
center: CLEARWATER CRUISER

top: TARPON SPORTS FISHERMAN

and: AEGEAN RUNABOUT

Stamas BOATS, INC.

TARPON SPRINGS, FLORIDA 33589



of flotation tests sponsored by the Boat Test Committee of the Boating Industry Association. The tests were aimed at providing more reliable guidelines for placement of flotation materials to make boats float upright, even when filled with water.

The mathematics of flotation are simple. Archimedes figured them out a long time ago. A cubic foot of anything immersed in water displaces a cubic foot of water. A cubic foot of average fir plywood, for instance, weighs about 19 pounds when submerged in water, but it displaces a cubic foot of water that weighs about 62 pounds. Thus, the buoyancy value of the plywood is simply its submerged weight subtracted from the weight of a cubic foot of water, or, in this case, 43 pounds

Almost all wood is lighter than water, so there wasn't much of a flotation problem back in the days when all boats were made of wood. The hull material alone usually had sufficient buoyancy to keep boat, passengers, and gear afloat.

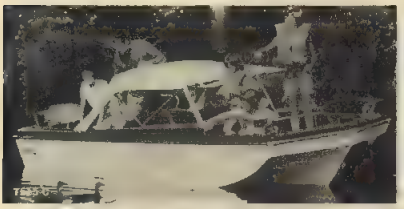
With the advent of metal and later fiberglass—boats, flotation became more of a problem. Even submerged, either material weighs more than water, and thus would sink if swamped. The manufacturers' first choice for flotation material was trapped air. It was cheap and provided considerably more buoyancy per cubic foot than wood. The problem was that, if and when the air chamber was penetrated, the flotation (air) would rise to the surface in bubbles, even as you and the boat went in the other direction —down.

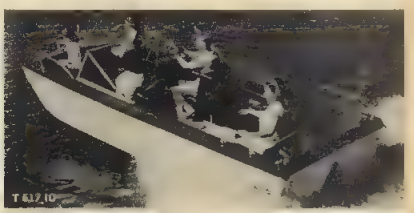
Then plastic foam was discovered. While not as light as air, it was still very buoyant and wasn't vulnerable to puncturing. A cubic foot of 2-pound density Styrofoam provides about 60 pounds of buoyancy—a real bargain. A small metal fishing boat with its full load might have a submerged weight of 300 pounds. To keep it from sinking, a manufacturer had to provide only about 5⅛ cubic feet of foam anywhere in the boat—usually beneath the flooring, under seats, and/or in the bow.

As early as 1958, BIA published a standard for providing foam flotation. Its acceptance by manufacturers was so wide-spread, that only one state—South Carolina—has felt

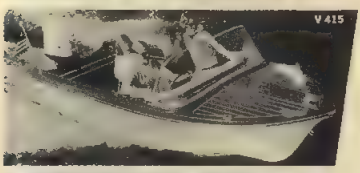
(Continued on next page)

With foam packed under gunwales, this 16' cathedral hull floats upright with full passenger load, motor, and a few concrete blocks.





JUST RIGHT... FOR JUST ABOUT EVERYBODY



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Or a stern for instance. But make sure they belong to a Striker. Because then, what you'll have from end to end is probably the world's finest aluminum yacht.

Every Striker is powered by diesel engines for the ultimate in safety and cruising range. And because all Striker yachts are crafted in welded marine aluminum, they give unexcelled performance and the level of maintenance is almost negligible.

You can see your Striker at 3100 State Road 84 in Fort Lauderdale. (That's our own back yard.) Or if you want more information, call us collect at 305 / 587-2640 Or our sales office at 525-6579. Striker Aluminum Yachts Inc Take a bow.

Striker
DIESEL/ALUMINUM

Take a bow.

The Striker 54' Motor Yacht

was in Miami, looking up at a Cal 40 with the same expression.

What's OK in the UK

A boat show wouldn't be itself without the peripheral bright ideas in new products, some of them only tenuously connected with the water. One of the most striking at Earl's Court is a new concept for civilizing life afloat. Called the Baccanter (British trade names are sometimes even wilder than American ones), it is basically a cardboard box full of wine.

Lest this seem unlikely—not to mention unseaworthy—we would draw the reader's attention to the photo below, which shows how the device works. According to the manufacturer, the polyethylene bag lining the box contracts as the wine goes out the spigot, preventing air from getting in to spoil the grape juice. It's the same principle as the wine skin, but with a 20th century flourish. More directly, though it louses up the bon vivant image, is the new school of baby bottles, based on the same principle. The thirsty British skipper has his choice of red, white, or rosé wines, as well as four different types of sherry. Each Baccanter holds a gallon, yet occupies a bare minimum of space.

That's the good news, now for the bad: while the happy British can have their choice of seven available beverages, with the prospect of a whiskey Baccanter just over the horizon, American distribution has not yet been arranged; there is, however, a good hope of the Baccanter will arrange to cross the seas. Watch this space for further developments.

Frozen Gauntlet Rejected

The reader of this month's MBUSA, or is probably blissfully unaware that between our writing and your reading a tremendous athletic contest has taken place, a marine joust that bids fair to rival the America's Cup, the Fastnet, and the Lake Nimrod Inner Tube Derby. At a gathering during the boat show of the British marine trades, the following proclamation was hurled at the feet (well, maybe it just slipped) of the American guests—

WHEREAS, *a bond of mutual regard has long subsisted between the Watermen of the United States of America and of the Britannic United Kingdom, and*

PURSUANT to a Resolution of the British Boating Industry,

KNOW ALL MEN by these Presents that the Boatmen of Britain challenge the Boatmen of the United States to a rowing match over a distance of One English Statute Mile Four Furlongs and Two Chains on the Lake of Central Park New York City on Monday January 19th 1970—

CREWS to comprise four as near as may be upright Oars-

(Continued on next page)

Or a stern for instance. But make sure they belong to a Striker. Because then, what you'll have from end to end is probably the world's finest aluminum yacht.

Every Striker is powered by diesel engines for the ultimate in safety and cruising range. And because all Striker yachts are crafted in welded marine aluminum, they give unexcelled performance and the level of maintenance is almost negligible.

You can see your Striker at 3100 State Road 84 in Fort Lauderdale. (That's our own back yard.) Or if you want more information, call us collect at 305 / 587-2640. Or our sales office at 525-6579. Striker Aluminum Yachts, Inc. Take a bow.

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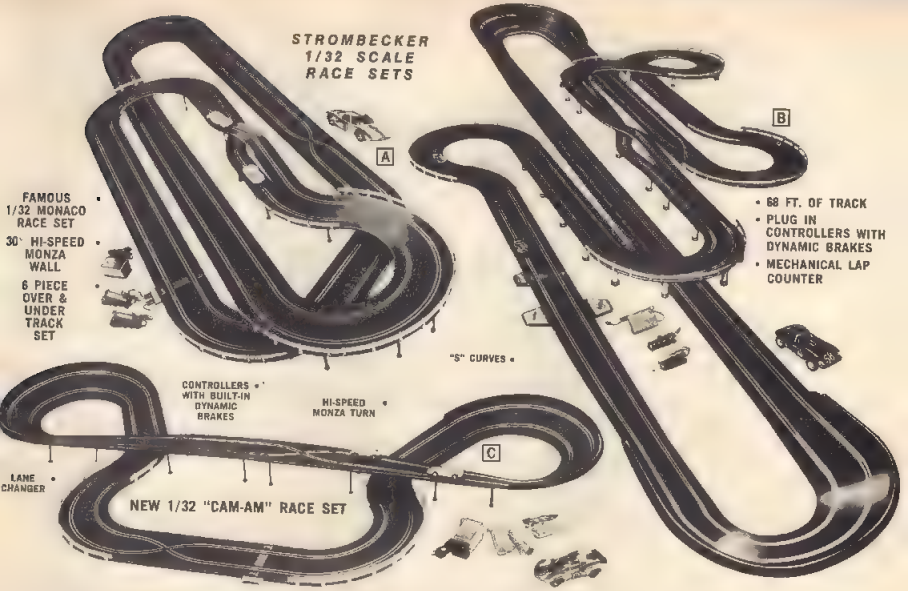
Take a bow.

The Striker 54′ Motor Yacht

STROMBECKER 1/32 SCALE RACE SETS



A STROMBECKER "MONACO" RACE SET. A new exciting race set. A challenge to the young, daring speedster. Take the throttle of this high y charged 12 volt system and you have racing at its best. A 35 foot layout which features long straightaways, exacting flat curves, and 3-piece steeply dangerous 30° hi-speed Monza wall, plus a challenging 6-piece over and under track set. Also enough track sections to make dozens of different layouts. 2 highly detailed high impact 1/32 scale cars are included with powerful 12 volt tin-can type motors. Angled plunger type plug-in controllers, starting track with plug-in terminals, a lane changing track and U.L. approved power pack to complete this set. Wt. 17 lbs.

78A-11818 Retail $50.00 Only $37.88

B STROMBECKER EUROPEAN RALLYE RACING SET Here's 68 feet of competition racing brought right into the home. And there's plenty of track to make other numerous, varied layouts. Set includes the unique and exciting over-under track and 2 brand new steeply banked Monza Walls. The European Rallye has two 1/32 scale cars which are operated by plug-in controllers. Car bodies feature soft tires and high-impact, authentically detailed bodies. Included too is the highest quality, easiest-to-operate starting track with the simple plug-in connections for power pack and controllers. A lane changer and mechanical lap counter that records up to 50 laps per lane complete the set. The Power Pack is U.L. approved. Cars and controllers adaptable for use on commercial tracks. Numerous accessories. Wt. 26 lbs.

78A-10849 Retail $100.00 Only $65.95

C STROMBECKER "CAN-AM" RACE SET: The Pro Circuit's most popular race now in 1/32 scale. Start your engines-GO-into a dangerous "S" curve, then into a Hi-Speed banked Monza turn, down the straightaway at break-neck speed, thru a lane changer and then into another Hi-speed Monza turn. Throttle-down on the curve and then open up this 12 Volt system into the second lap. Set includes 2 1/32 scale cars, authentically detailed, enough track to make a 24 foot layout including, 2 4-piece Monza wall sets with fence, 2 lane changes, one starting track with plug in terminals, 2 plug-in controllers with built-in dynamic brakes overpass supports and 12 volt U.L. approved power pack. Wt. 12 lbs.

78A-11928 Retail $40.00 Only $26.99

D POWER PACK. Provides steady equal power to track series. U.L. approved (10VA)
78A 11543 Retail $9.00 Wt. 2 lbs. Only $5.95

STROMBECKER 1/32 SCALE TRACK SECTIONS

• Tough, high-impact polystyrene, in official asphalt black

E OVER/UNDER TRACK. With lane changers. Cars cross over and under and return to own track. Wt. 2 lbs.
[illegible] Retail $7.00 Only $4.77

F CURVED TRACK WITH FENCE. Wt. pair 2 lbs.
78A-10105 Retail $3.00 Pair Only $1.99

G MONZA WALL. Steeply banked curve, with spin-out aprons. 5 sections; 3 curved, 2 diverging. Wt. 2 lbs.
78A-10938 Retail $8.00 Only $5.59

H STRAIGHT TRACK. Wt. pair, 2 lbs.
78A 10113 Retail $2.50 Pair Only $1.79

J LANE CHANGING TRACK. Cars change lanes without loss of control. 2 required for each layout. Wt. 2 lbs.
78A 10121 Retail $4.00 Pair Only $2.77

K CONTROLLER WITH BRAKE. Vented to keep handle cool. Easy grip contour design. Use with Strombecker starting track with plug-in connections. Wt. 1 lb.
78A-11551 Retail $3.00 Only $1.89

L COX "LA CUCARACHA" 1/32 SCALE CAR. The car of tomorrow — fastest ready-to-race car on any track. Iso-fulcrum self-compensating aluminum chassis, molded super light body, sponge rear tires, speed profile front tires. Powered by TT350 motor. Wt. 1 lb.
78A 10873 Retail $10.98 Only $6.95

STROMBECKER 1/32 SCALE RACING CARS. Authentic replicas of their full-scale counterparts. Snap together in seconds with exclusive instant-action fasteners. High-impact bodies, powerful 12-volt tin-can type motors. Independent rotating front wheels, soft track-grabbing tires. Ship. wt. per car 1 lb.

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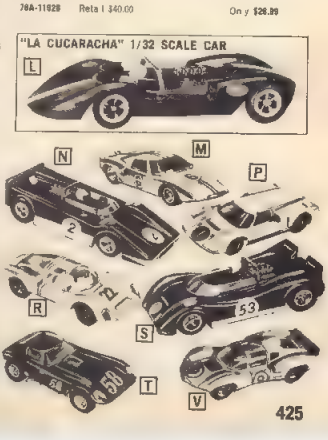

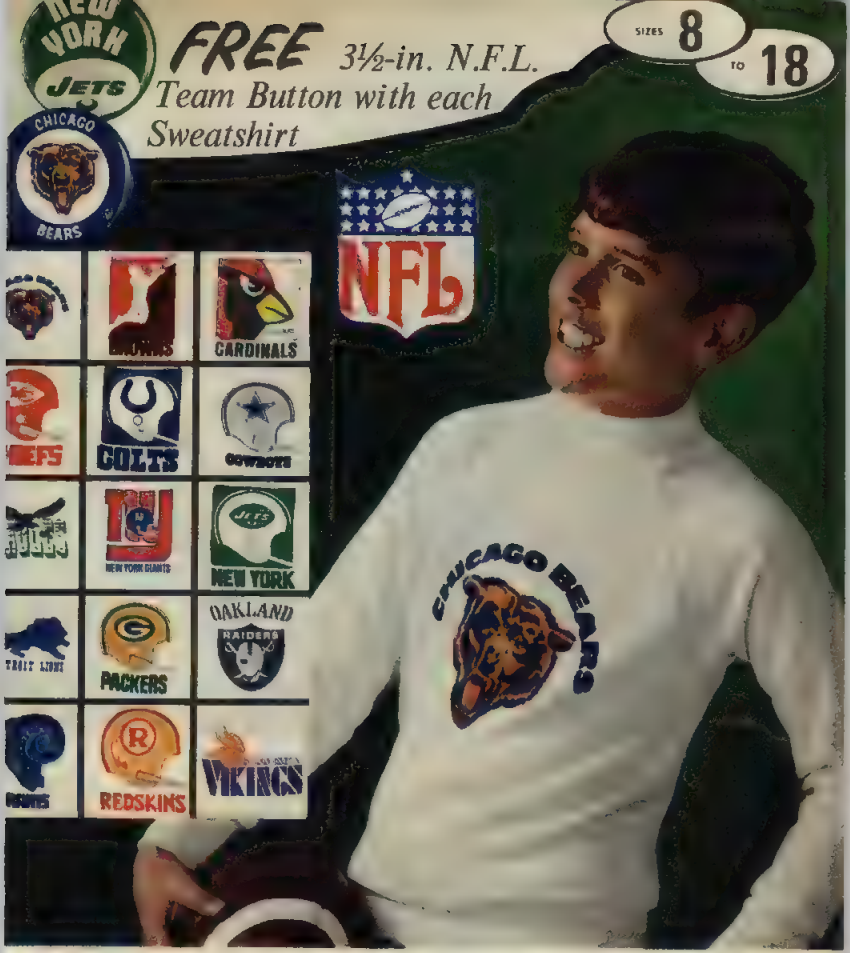

His favorite pro football team sweatshirt with authentic team emblems—in official team colors—plus a booster button he can wear anywhere! This touchdown special is a soft blend of 95% cotton and 5% acrylic with ribbed cuffs and bottom for stretchy comfort. Fleeced inside. Machine washable. Buy now!

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- Remote Foot Switch Jacks for Tremolo and Reverb
- "Pre-Sense" Feature for Distortion Free Performance
- Slide Switch Controls
- "E" Tuner

3226MF26067—Amplifier Features: 100 Watt Peak Power. Exclusive "Pre-Sense" Tuners and Indicators match output of any guitar to the amplifier for optimum distortion free performance. Two channels. Each channel has separate Volume, Treble and Bass controls. Reverb and Tremolo; Tremolo Speed and Depth controls. Remote foot switch jacks for Tremolo and Reverb. Normal and bright effects. "E" tuner on amp. to help tune any musical instrument. Pilot light. Two outlets are provided on amp. to accommodate two speaker boxes. Black Vinyl scuff resistant amp. housing, Black and Wood Grain finished control panel with slide switch controls. **Speaker Features:** Speaker cabinet wood constructed and houses two heavy duty 15" Speakers. Cabinet has tilt back legs and is covered with scuff-resistant Black Vinyl, Black and Silver Grille. Amplifier Size: 23" x 12" x 7". Speaker Size: 35" x 22" x 12". Expertly crafted in Japan. Ship. wt. approx. 98 lbs. **Sugg. Retail $390.95**

SOLID STATE 50 WATT PEAK AMPLIFIER and SPEAKER SYSTEM

- Dual Channel
- Tremolo & Reverb
- Vol., Bass & Treble Controls
- Voice Channel with Separate Vol. Control
- Speaker Cabinet with High Intensity Horn
- Two H.D. 10" Speakers

3227MF13960—Solid State 50 Watt Peak Amplifier and Speaker System. Amplifier Features: Dual Channels. Tremolo and Reverb. Two foot switch jacks. Vol., Bass and Treble Controls. Tremolo Speed and Power Indicators. Black Vinyl scuff resistant covered amp. housing. Black and Wood Grain finished control panel. **Speaker Features:** High Intensity Horn and Two heavy duty 10" Speakers. Speaker enclosure is of heavy duty all wood construction covered in Black Vinyl with Black and Silver Grille and has tilt back legs. Amplifier Size: 22" x 9½" x 6¼". Speaker Size: 28" x 22" x 9". Expertly crafted in Japan. Ship. wt. approx. 44 lbs. **Sugg. Retail $209.50**

SOLID STATE TWIN 8" SPEAKER AMPLIFIER SYSTEM

- Tremolo & Reverb
- Vol. & Tone Controls
- Three Inputs; Two Outputs

3228MF6993 Solid State Twin 8" Speaker Amplifier System. Amplifier Features: Tremolo and Reverb. Two foot switch jacks, Vol. and Tone Controls. Three Inputs, Two Outputs. Amplifier Housing is covered in Black scuff resistant Vinyl with Black and Wood Grain finished control panel. **Speaker Features:** Two 8" Speakers in speaker enclosure made of heavy duty solid wood covered in Black Vinyl; Black and Silver Grille. Amplifier Peak Power: 17 Watts. Amplifier Size: 17" x 7¼" x 5". Speaker Size: 23¾" x 17" x 7½". Expert Japanese craftsmanship. Ship. wt. approx. 30 lbs. **Sugg. Retail $104.95**

SOLID STATE 50 WATT PEAK DELUXE BASS GUITAR AND ORGAN AMPLIFIER

- 50 Watt Peak Power
- Heavy Duty 15" Speaker
- Three Inputs

3249MF11193—Solid State 50 Watt Peak Deluxe Amplifier. Suggested for rock organ and advanced bass guitar players. Features: Heavy Duty 15" Speaker; Treble, Bass and Volume Controls and Three Inputs. Speaker designed to handle full bass response. Wood cabinet has tilt back legs and is covered in scuff-resistant Black Vinyl; Black and Silver Speaker Grille. Rich Wood Grain finished control panel. Expertly crafted in Japan. Size: 26" x 18½" x 9¼". Ship. wt. 38 lbs. **Sugg. Retail $167.95**

SOLID STATE BASS AMPLIFIER

- H.D. 12" Speaker
- Three Inputs
- Volume & Tone Controls

3251MF4763—Solid State Bass Amplifier 16 Watt Peak Power Amplifier with three Inputs, Volume and Tone Controls. 12" Heavy Duty Speaker designed to handle full bass response. Wood Cabinet covered in scuff-resistant Black Vinyl with Black and Silver Grille. Control panel is finished in Wood Grain. Crafted in Japan. Size: 20" x 16" x 8". Ship. wt. 25 lbs. **Sugg. Retail $71.50**

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- 10" Speaker
- Volume & Tone Controls

3250MF4887 Solid State Reverb and Tremolo Amplifier with large 10" Speaker. Three inputs; Volume and Tone Controls, Tremolo Effect. Reverb Effect, Tremolo and Reverb foot switch jacks. Peak Power: 17 Watts. Wood Cabinet covered in scuff resistant Black Vinyl Black and Silver Grille. Control panel has Rich Wood Grain finish. Crafted in Japan. Size: 20" x 16" x 8". Ship. wt. approx. 19 lbs. **Sugg. Retail $73.50**

SOLID STATE TREMOLO AMPLIFIER

- Two 8" Speakers
- Tremolo Speed & Intensity
- Volume and Tone Controls

3252MF4613 Solid State Tremolo Amplifier with three instrument inputs. Other features Two 8" Speakers; Tremolo Speed and Intensity; Tremolo foot switch jack. Volume and Tone Controls. Wood Cabinet covered in Scuff-resistant Black Vinyl Black and Silver Grille Control Panel has rich Wood Grain finish. Peak Power: 14 Watts. Quality Crafted in Japan. Size: 19" x 15" x 8". Ship. wt. Approx. 19 lbs. **Sugg. Retail $69.50**

FLYBRIDGE SPORTSFISHERMAN

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Now available in 3 models—Day Cruiser, Hardtop Cabin Cruiser, Flybridge Sportsfisherman.

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Thunderbird makes the Big news in boating again with the new Big Cathedral Cherokee 27′! Now you can have all of the advantages of Thunderbird design in long-range, off-shore boating at a price of under $10,000!

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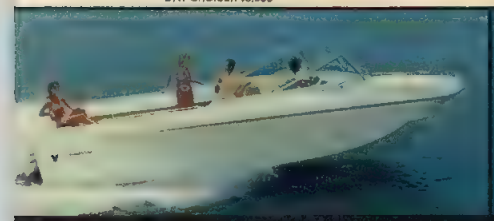
Thunderbird quality is crafted into every inch to last you longer, cost you less to operate and assure you of top resale value... all this and design-it-for-yourself options make the Cherokee 27′ the big news in boating.

DAY CRUISER $9,995*



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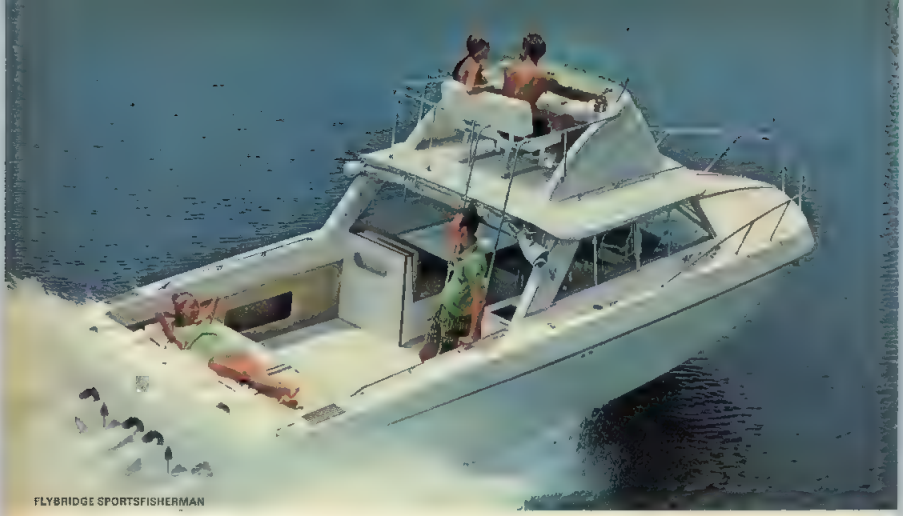

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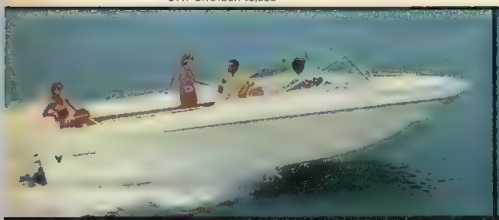

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WE DID IT.
We designed and built a 47' DRIFT-R-CRUZ that's so great it surprised even us. It combines the unabashed luxury of a sumptuous yacht with the seaworthiness you've come to expect from a craft made by Thunderbird.

It's so good we can't produce it fast enough. But don't let that stop you from going to your Thunderbird dealer to see one. You'll also be able to see our 34' and 40' Drift-R-Cruz "HouseYachts." They're super good too. And available for immediate delivery.

Or you might just decide to custom order your 47 footer and wait the 90 days it takes.

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"HouseYachts" priced from $13,995 to $29,995

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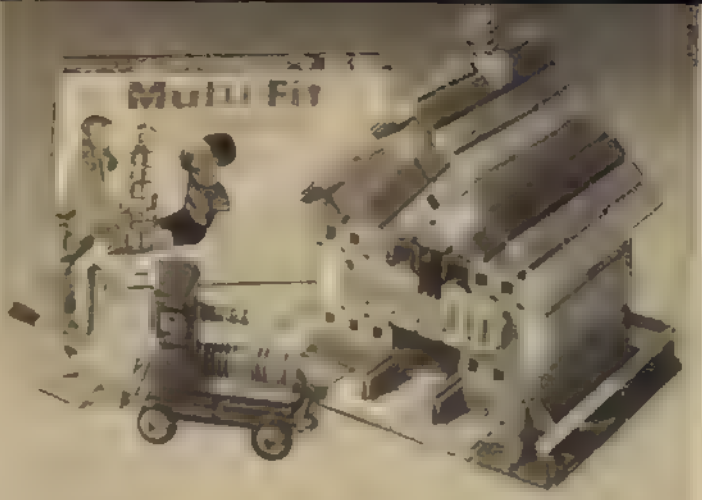

Multi-Fit. Ideal for younger children and challenging for older ones. Dozens of assorted shapes containing thousands of plastic 'fingers'. Push together to form countless objects and designs. Add motion with rotating wheels that can be used as pivots as well. Build a skyscraper house or create whatever you want.

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49 N 30 225—Delivered 2.99

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Easy to build, take apart. For creative imaginations

A Tinkertoy Toymaker Sets. Ideal for boys and girls from the ages 2 to 8. Building set of colorful plastic and hardwood parts that snap together . make wagons, boats etc. They're safe and durable.

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B Tinkertoy Building Sets. Little ones can build their own toys that really move! Pieces are sturdy, smooth hardwood . safe and strong. Colored diagrams and instructions are included for hours of fun. Encourage creative talents.
49 N 30 080—62-piece set... 1.89
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49 N 30 083—183 piece set.. 4.29
49 N 30 084—316 piece set . 6.99

Canadian Logs. Relive the early days of our nation. You can build forts, cabins, stockades, trading posts, even an Indian long house. Set includes precision-crafted all wood logs with realistic Brown stain that are waxed for longer life, plus gables, plastic chimney, Green stained roof and fence lengths. All pieces are completely interchangeable. Comes with easy-to-understand instructions so you can work like a real pioneer builder from the old days.
49 N 30 240—53-piece set... 2.49
49 N 30 241—101-piece set . 3.99
49 N 30 242—149 piece set.. 6.79

Lego Basic Sets
2.95 to 22.95

Lego. Plenty of bricks to build a world of fun for budding young architects, mechanics and engineers. Autos, machines, buildings and cities take shape with these precision-made bricks. Made of rugged, high-impact plastic, they come in various sizes in Red, White and Clear colors. Just press together...they fit securely, yet can be easily taken apart to form a new structure. Helps develop a child's skill in planning and manual dexterity. Such fun even parents will be drawn into their own building projects. There's Basic sets, Wheel sets, Motor, Gear sets.

Basic Sets.
49 N 30 000—99-piece set... 2.95
49 N 30 001—125 piece set.. 3.95
49 N 30 002—205 piece set.. 5.95
49 N 30 003—285 piece set. 8.95
49 N 30 203—375-pc set.. 10.95
49 N 30 204—450-pc set.. 13.95
49 N 30 205—615 pc set.. 17.95

Wheel-Toy Set. 10 sets of small wheels, tires and 4 sets large wheels and tires. Build trucks, etc.
49 N 30 200—197-piece set.. 5.95

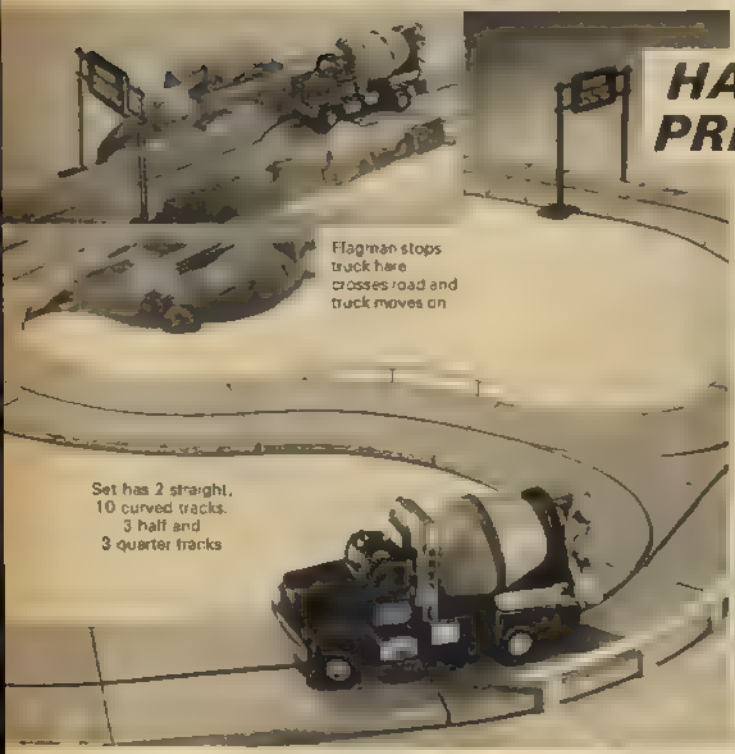
Gear Set. Build models that work! Merry go-rounds, windmills, etc.
49 N 30 202—43-piece set.. 6.95

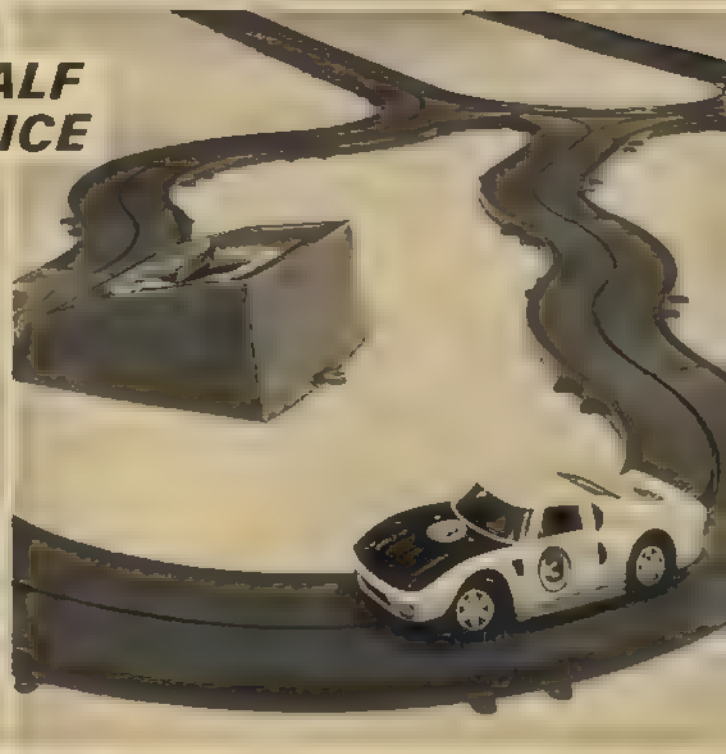
Motor Set. Battery-operated reversible power unit includes 4.5 volt motor with 2 sets of wheels, plus battery case and remote control wires. Takes 3 'C' batteries (not included—see Page 44.)
49 N 30 025—Instructions .. 8.95

Master Builders' Set. There's one thing about Lego—the more you have, the more you want. Complete range of basic parts plus gears.
49 N 30 206—673-pc set.. 22.95

C Tractor Trailer Set. Makes 8 wheel truck approx. 12" long. 8 opening doors. Swivel cab.
49 N 30 026—93-piece set... 4.75

Exclusive Racerific Sets by Ideal


HALF PRICE
Flagman stops truck here crosses road and truck moves on
Set has 2 straight, 10 curved tracks, 3 half and 3 quarter tracks



Cross-Country Set

SAVE 5.00 on this exciting highway construction set! Features large, realistically detailed construction site with a crossing flagman. As truck approaches site, flagman signals it to stop. He crosses highway, truck continues on. You get authentic highway action! Includes track as shown, construction site, crossing flagman, 2 left-right switches, complete truck assembly, sign, fences, misc. trees. Takes 2 penlight batteries (not incl.—see P. 44)

49 N 40 194—Plastic Reg. 9.99. Def'd. 4.99

1-2 Detailed 4¾" Racing Car Replicas. Each exciting model incl. plastic body, 1-Speed Chassis, motor; operates forward. For Racerific and Action Highway sets. Take 2 penlight batteries (not incl.—see P. 44)

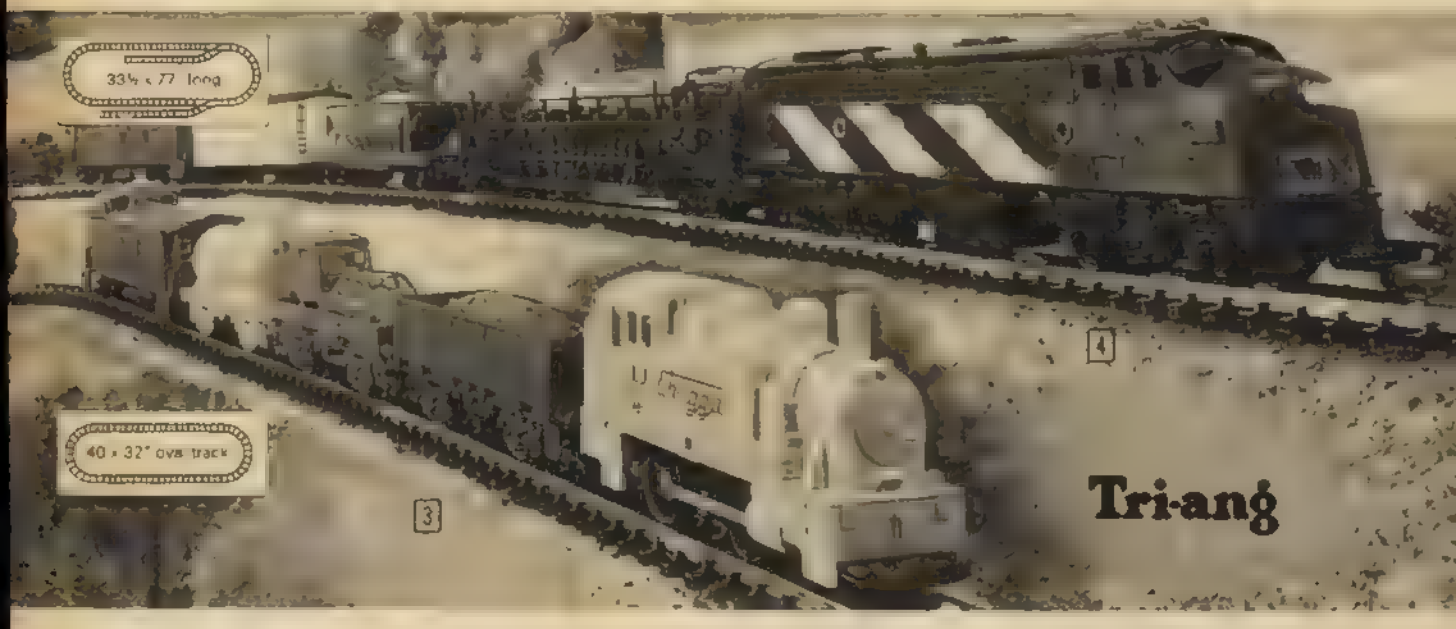
(1) 49 N 40 703—Chaparral race car. 2.99

(2) 49 N 40 704—Ferrari race car . 2.99

G.T. Time Trial Set

SAVE 3.25 on this fun-filled time trial set . . . available only at Simpsons-Sears! Put a car on the "road," use the switches to steer clear of time-consuming byways and hazards. Starter timer records your elapsed time for each lap! Thrill to the excitement of professional time trials! Includes: 1 G.T. racing car (1 speed), 2 Y switches, 14 curved, 6 straight tracks. Made of heavy-duty plastic. Takes 2 penlight batteries (not incl.—see P. 44)

49 N 40 700—Regular 6.49. Set def'd 3.24



5-Pc. Electric Steam Freight

HO-GAUGE **19.99**

98 A

3 Get Behind the Controls of this steam-type electric locomotive. Durable high-impact plastic bodies. Includes 4 wheel, steam switcher engine, mineral car, oil tanker, flat car with auto and house trailer, caboose. Power pack with speed control, 10 piece track and uncoupling ramp. Layout measures 40 x 32"

79 N 40 263 DL—Set, delivered. . 19.99

CN 5-Pc. Electric Diesel Freight Train

HO-GAUGE **29.98**

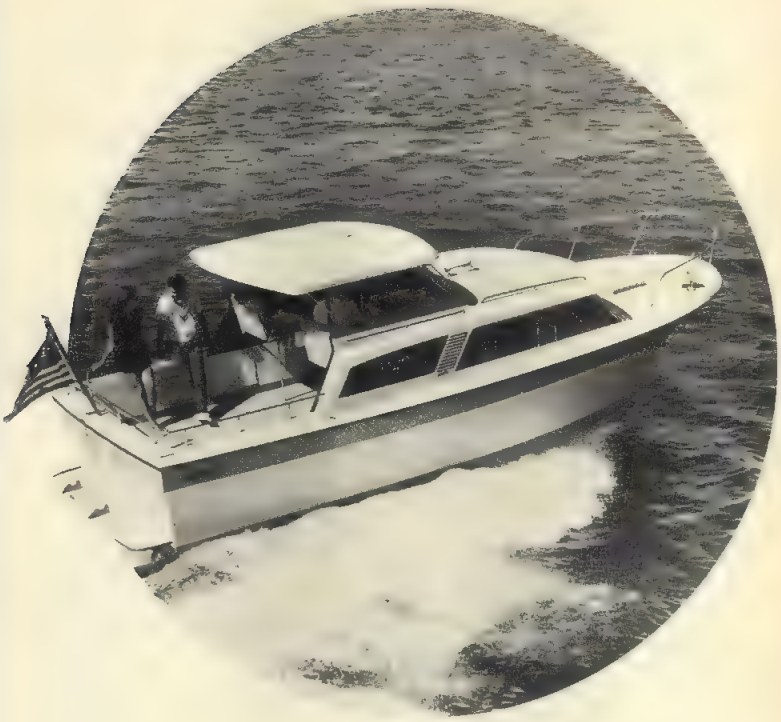
4 All Ab-OO-s-o-lu-te! Powerful electric diesel freight "thunders" its way around 22" system. Master control 12-volt power pack, direction switches. Working headlight, high traction knurled steel wheels with long-life lubricated bearings. Car transporter, 6 HO scale autos, hopper car, refrigerator car, caboose. Layout 33½ x 77".

79 N 40 270 DL—Set def'd 29.98

The Tollycraft Royal 24. One of the seven great luxury cruisers of the world.

You may see all seven—the complete fleet of Tollycraft Royal PLICOR fiberglass cruisers—at your dealers. The all-new Tollycraft Regent fleet, too. For a free full-color brochure, write to: Tollycraft Corporation, Dept. M1, Kelso, Washington

Tollycraft



The Tollycraft Royal 28. One of the seven great luxury cruisers of the world.

You may see all seven—the complete fleet of Tollycraft Royal PLICOR fiberglass cruisers—at your dealers. The all-new Tollycraft Regent fleet, too. For a free full-color brochure, write to. Tollycraft Corporation, Dept. M6, Kelso, Washington.

Tollycraft

The Tollycraft Royal 30. One of the seven great luxury cruisers of the world.

You may see all seven—the complete fleet of Tollycraft Royal PLICOR fiberglass cruisers—at your dealers. The all-new Tollycraft Regent fleet, too. For a free full-color brochure, write to. Tollycraft Corporation, Dept. M5, Kelso, Washington.

Tollycraft

The Tollycraft Royal 34. One of the seven great luxury cruisers of the world.

You may see all seven—the complete fleet of Tollycraft Royal PLICOR fiberglass cruisers—at your dealers. The all-new Tollycraft Regent fleet, too. For a free full-color brochure, write to: Tollycraft Corporation, Dept. M-4 Kelso, Washington.

Tollycraft

The Tollyhome 36. There isn't a luxury houseboat built as well anywhere in the world.

We built this new Tollycraft houseboat to the same exacting standards of quality and elegance that have earned our cruisers a superior reputation. Go aboard. You won't fight the headline. For a free full-color brochure, write to Tollycraft Corporation, Dept. M2 Kelso, Washington 98626

Tollycraft

Tom Sawyer sportster 17

See the complete line of **Tom Sawyer** 16, 17, 18, 20 foot models at a **Tom Sawyer** dealer

Powered by

MERCRUISER STERN DRIVES

Dealer Inquiries Invited

Tom Sawyer's SPORTSTER SEVENTEEN is big and roomy, with a **tri-hull** design that gives a cushion-soft ride. You'll marvel at its luxurious interior. An ideal family boat for fishing or water sports.

Write for our **FREE** new **1970** boat catalog — Shows all models in color.

LET'S GO BOATING

TOM SAWYER BOATS, Inc., 920 Bluff Road, Hannibal, Missouri 63401

Telephone — 314 221-6022

Circle No. 7 On More Data Card on Page 90

Mercury shares the national concern about water pollution. Do Marine engines contribute to the problem? To help answer this question, Mercury has sponsored an independent scientific study of Lake X, the company's fresh water test facility in Florida.

The results are heartening for the owners of America's pleasure boats.

Lake X supports a continuous 24-hour program involving the use of outboard, inboard and stern drive marine engines. Since the test center was officially opened over ten years ago, approximately three million gallons of fuel and oil have been used in normal operations. About half of this was leaded gas.

Environmental Engineering of Gainesville, Fla., was retained by Kiekhaefer Mercury to study the effects of exhaust emissions in busy Lake X. Two surveys were made. One was completed near the end of May, 1969, the other in early August. Nearby Cat Lake, inaccessible and never used by powerboats, was included in the examination as a basis for comparison.

Results announced by Dr. H. D. Putnam, professor of Environmental Engineering Sciences at the University of Florida, and a member of the research firm, indicate "no observable effect on plankton or bottom organisms in the lake."

In another paper of the two-part presentation, A. T. DuBose, analytical chemist for Environmental Engineering said, "Numerous samples from both lakes were collected by our team and analyzed for organic compounds known to be found in exhaust emissions of internal combustion engines. Neither Lake X nor Cat Lake were found to contain any of the organic compounds found in gasoline and oil."

DuBose went on to say, "These organics are readily broken down into harmless material by the bacteria already in the water, or are in such minute quantity our best equipment cannot detect them."

In summary, the six-month research program conducted by Environmental Engineering disclosed no hydrocarbon contamination from engine exhaust.

Lake X is noted for its prolific black bass and is part of a conservation and wildlife refuge included in the programs of the Florida Game and Fresh Water Fish Commission. ■

Trinidad

Stern Drive and Outboard models

LET'S GO BOATING

Color coordinated upholstered seats in the stern are standard. Leeward, starboard and bow openings. Excellent for swimmers and skin divers or at dockside.

POWERED BY MERCRUISER STERN DRIVES

Trinidad, the 21-foot deck cruiser designed for the whole family. Air-lift Deep-V-Hull, double-width pilot's seat, ample storage space, fire extinguisher, 18 gallon fuel tank and canopy.

Gunwale Length 23'; Center Line Length 21' 2", Beam 7' 11", Transom width 7' 11" 2,000 lbs. (less outboard), 3,000 lbs. with Stern Drive unit

STERN craft

500 Hiway 121 E., Lewisville, Texas 75067
AC (214) KE9 3538

Circle No. 8 On More Data Card on Page 90

Our Largest Farm Set Ever . . . There's

101 Pieces

- ✓ Everything from hens to haystacks
- ✓ All pieces made of sturdy plastic

3.99

You can take it out of the country but—you can't take the country out of this farm set! Giant, 101-piece set has a rustic, little farm house with realistic, rural surroundings. Plus a wide assortment of farm animals and equipment, including truck, tractor and horse with cart—Old MacDonald never had it so good! Plastic base. Hours of farming fun for kids. 85 Y 7619—Shipping weight 2 lb. 3 oz. . . 3.99

CHARGE all your gift needs now— see terms pg. 298

Tonka

Mini-Tonka Stable Set 5.97

Round up the horses—set up your own stable with these Tonka trucks. You get: pick-up truck, 9¾-in. long dump stake truck and horse trailer with 2 horses. All of metal.
85 Y 7678—Ship. wt. 4 lb. 12 oz. . . . 5.97

TRU-SCALE

Realistic Farm Set—Has Working Parts! 9.97

Precision made and scaled down from the big jobs with rugged working parts. Sturdy die-cast steel, enameled. Includes Tru-Scale steerable tractor, 8½x4¾-in., wagon, spreader, wheel carried disc harrow, loader and junior plow.
85 Y 7667—Shipping weight 4 lb. 14 oz. . . 9.97

ALDENS·79

CAR FERRY — Take your cars for a pleasure ride on this merry ferry! It's decorated in bright Red, White and Blue colors. Sturdy plastic boat has wheels on bottom. 2 receiving ramps. Comes with 12 cars and 4 boats. About 10-in. long. A boat-ful of fun—indoors and out! Ship. wt. 1 lb. 9 oz.
85 Y 7668 .....2.99

Zoomin' Daredevil Road Race Set 6.96

2 racing style cars go up, down and around figure 8! Easy to assemble tracks. 2 lap counters, bridges and fences. Flyover supports. Uses 4 "D" batteries (sold below).*
85 Y 8311—Shipping weight 2 lb. 3 oz. 6.96
*847 Y 6390—*6 "D" Batteries.* Wt. 1 lb. 11 oz. .6 for 1.00

Realistic Train Set -it Smokes! 4.99

Looks real fine comin' down the line! Train leaves trail of smoke, makes real piston noises. Comes with coal tender, oil car, caboose and 6 pieces of track. Plastic and steel construction. Uses 2 "D" batteries (sold above) *
85 Y 7621—Shipping weight 2 lb. 6 oz. 4.99

MIGHTY TONKAS. . .

buy all 3— get hat free!

Set 24.95

BONUS! Junior Engineer's Hard Hat With Set

MIGHTY DUMP by Tonka. Load box raises to dump. Detailed interior. Bumpers have shock absorbers. Steel. 18½-in. long. Mail. (9 lbs.) Z36 J 5765. . . . 6.97

TONKA SCRAPER. Bottom drops to scrape, shuts to haul, opens to spread. Miniature engine. Steel. Abt 27-in. long. Mail. Shpg wt. 9 lbs. Z36 J 5774 . . . 9.49

TONKA LOADER Bucket lowers to scoop, raises to haul, unloads. "Glassed-in" cab. Steel. 19⅜-in. long. Mail. (10 lbs.) Z36 J 5764. . 8.49

TONKA CONSTRUCTION SET: Dump Truck, Scraper, Loader, plus plastic Jr. Engineer hat (included only with set). W36 J 5766. All steel. Mailable. (31 lbs.) . . . . . Set 24.95

Shovel loads, lifts, dumps

Nylint's 2½-ft. boom . . . great for construction! Crank winch—crane lowers, raises; bucket tips open. Cab swivels full circle. Deep tread tires. Heavy-duty steel; enamel finish, 30 in. long. Z36 J 5759. Mail. (11 lbs.) 7.98

7.98

Logger's Timber Toter

Young lumberjacks can haul 6 wood logs (incl.) in Structo's authentic big steel trailer! Baked enamel. 22x8½x6½" high. Z36 J 5787. Mail. (6 lbs.) 6.88

6.88

Big Elevating Scraper

Nylint's boon to "roadbuilders"! It's crank-powered . . . trailer! conveyor belt loads, dumps. Enameled steel. 25x6½x7½-in. Z36 J 5737. Mail. (6 lbs.) 8.88

8.88

Fantastic MINI-ROBOTS climb, somersault 'n roll!

Both for 3.88 with accessories

Truly a dynamic duo . . . 6-piece mini twin robot set! Two tiny robots, a mere 2¼x3¾-in. high, perform the most amazing feats! They fit into car base and propel it forward or they can push it along from behind! Plus they climb a seesaw and turn somersaults! Run on 4 penlight batteries (not included, see page 404)
35 J 5510 Shipping weight 2 lbs Set 3.88

1 MR. AMAZE-A-MATIC space buildkonst! Insert program card . . . he goes forward, reverse, idle, lifts, pushes, eye vibrates. Push blade, 2 barriers, 6 plastic cards. Plastic, 14x15½x7½-in. high. Uses 2 "D" batt. (not incl., see p. 404). Mail. . . .
R36 J 9068. (4 lbs.) . . 12.88

2 HAPPY HARRY bumps, stops and goes, then suddenly he stops and laughs uncontrollably! His body shakes, head bobs, face mask opens and closes, teeth lite-up. Plastic, 6½x6½x13 in. high. Uses 2 "D" batteries (not incl., see pg. 404).
35 J 5494. (3 lb 4 oz) 9.77

3 HAPPY CLOWN moves with mystery action. Suddenly he stops, laughs, shakes his arms and head, opens his mouth revealing his lit-up tongue. Plastic, 6½x6½x13-in. high. Uses 2 "D" batteries. (not incl., see pg. 404). . . .
38 J 5579. (3 lbs.). . . . 9.77

4 ROBOTANK walks, swinging and clanging its arms. When it stops, 2 guns fire with flash and noise. Lithographed earth plastic, 7¾x8½x10 in. high. Uses 2 "D" batteries (not included, see pg. 404).
35 J 5967. (2 lbs.) 4.98

. . . Big "Tru-Smoke" walking robot

10.98

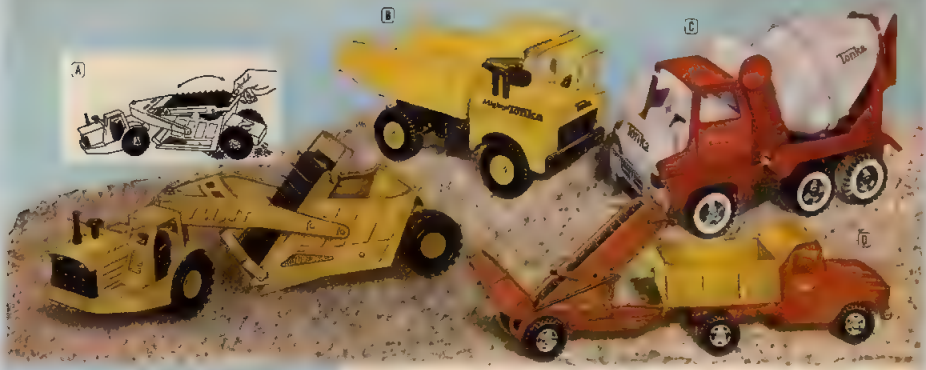
Mr. Brain, the Tru-Smoke Robot with a memory . . . he moves, shakes his head, puffs real "smoke! Insert magic" disk (6 incl.) into disk-operated computer . . . he sets out on one of 6 preset terminal courses. He can stop 'n go, double-turn, circle, zig-zag, square or figure-8. Also travels straight across the floor. Plastic, 13-in. high. Uses 4 "D" batteries (not incl., see page 404). Mail. (6 lbs.)
Z36 J 5554. . . 10.98

Rocky & Gofer robotrons

Both for 6.88

Here comes Rocky, your robot protector, on the look-out for alien objects . . . ready to fire the 3 rockets in his chest armament at any threat. Then there's Gofer . . . set glass on his tray, he'll "go for" something! Stops when glass is removed, beeps till coin is inserted in slot, then he returns. Plastic, 6½-in. high. Use 4 "AA" batteries (not incl., see pg. 404).
35 J 5818 (2 lbs. 8 oz.). . . . . Both for 6.88

A Christmas gift for everyone on your list—use Budget Power



Tonka . . . Ny-Lint . . . Structo . . . Buddy L

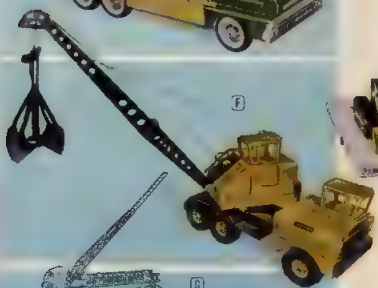
Ⓐ **7037T730—Ny-Lint Elevating Scraper.** A big double-action construction toy with a crank-operated conveyor belt for loading unit retracts into folded position hopper bottom panel opens for dumping Rugged steel construction and baked enamel finish for long life 24¾" L. Ship. wt. 7 lbs. **Sugg. Retail $10.95**

Ⓑ **6267T899—Tonka Mighty Dump Truck.** Made of automobile gauge steel Rubber tires, Celcon wheel bearings. All-weather, glassed in cab has "steering" wheel. Heavy duty bumper shock absorbing pads. Back raises for dumping 18½" L. Ship wt 12 lbs **Sugg. Retail $8.98**

Ⓒ **6284T420—Tonka Cement Mixer.** Mixer drum fills through hopper, rotates as truck moves. Drum tilts Adjustable chute. "Pinned in" cab Steel truck, tandem dual wheels 14" L. Ship wt. 7 lbs. **Sugg Retail $6.25**

Ⓓ **5546T479—Tonka Dump Truck and Sand Loader.** Belt operates crank on top of sand loader Hopper raises, lowers, side lever. Dump truck fully workable 2 position dumping action on truck, 24" L. Ship. wt. 6 lbs. **Sugg Retail $7.25**

Ⓔ **6787T809—Structo Snorkel Utility Truck.** Snorkel rises hydraulically, has six positions, swivels on base Plated stabilizer jacks retract into body Simulated snorkel motor and dome lights. Turbine Cab design. Extra utility ladder Body, chassis and cab constructed of heavy-gauge steel Ship wt. 7 lbs. **Sugg. Retail $12.00**



Ⓕ **6610T700—Ny-Lint Michigan Shovel** An old favorite in heavy gauge, auto steel construction Safe-play, smooth rolled edges Operates "like real" bucket picks up load, swings and trips automatically when raised to top of boom! Long boom raises and lowers by winch. Crane cab swivels in full circle 6 deep-tread tires, 30" long (w/boom extended. Ship. wt. 10 lbs **Retail $10.50**

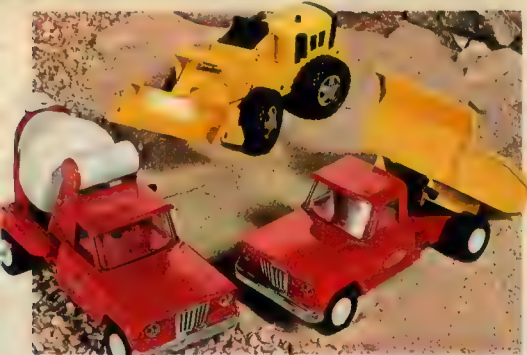
Ⓖ **7038T757—Tonka Aerial Ladder.** Rugged steel unit with aerial ladder that cranks up to 30", adjusts to six separate angles Ladder base turns 360 degrees Includes pair of auxiliary ladders. Detachable cab unit. Whitewall tires, metal hubcaps 23¾" L. Ship. wt. 6 lbs **Sugg. Retail $11.50**

Ⓗ **7038T963—Ny-Lint Car Carrier;** Big enough to sit on Complete with three designed-for-tomorrow cars. Main ramp is positioned and locked by a lever, rear ramp tilts for easy loading Simulated air conditioner on cab top 30½" L. Ship wt. 8 lbs. **Sugg. Retail $9.95**

Ⓙ **6908T800—Structo Highway Builder Set.** 4-piece set includes, Sand loader-hopper combination; Road Grader lever-operated scraper raises, lowers, tilts, turns. Hi-lift Bulldozer, lever raises and dumps bucket automatically Locks in three positions low, medium, and high. Dump truck, lever raises body for dumping Ship wt 10 lbs. **Sugg. Retail $12.00**

Ⓚ **6908T780—Buddy L. Jr. Fire Department.** 3-piece set for fire fighting fun includes Fire Emergency Truck with side ladders and crank operated bell. Fire Snorkel with clanging bell and elevating,rotating snorkel arm and pod. Hook-N-ladder with elevating,rotating extension ladder which extends to 20 inches. Ship wt. 6 lbs. **Sugg. Retail $11.98**

Ⓛ **6910T709—Ny-Lint Farm Set.** Everything the junior farmer needs Pick up truck with removable and sliding trap door that doubles as corral, All purpose Bronco farm truck and farm trailer livestock included is mare colt, cow, calf and bull Truck has bucket seats, tilting windshield, trailer hitch snap-action tail gate Truck and trailer are of heavy gauge steel construction Ship. wt. 7 lbs. **Sugg. Retail $10.50**



Big Tonka builder set

ALL 3 for 7.88

Here's everything you need for those big sandbox construction jobs! All are Tonka-built of heavy-duty steel to last for years.

10½-in. loader has a real working scoop that digs in, raises the load and dumps it into the waiting truck. Features authentic looking construction-type deep cleat tires.

9½-in. dump truck hauls the heaviest payloads, dumps where you want. See-through cab, dual rear wheels, durable tires.

9½-in. mixer truck mixes big load of "cement", tilts for pouring, loads through hopper in rear. See-thru cab, dual rear wheels, durable tires. Shipping weight 6 lbs. 4 oz.

35 J 5745.....Set 7.88

6-PIECE STABLE SET. Price cut from last year's Christmas book. Realistic 6-in. jeep has front seats, steering wheel. Stake-truck dumps, converts to flatbed. 9-in. pick-up truck has trailer hitch and snap open tailgate, detachable horse trailer with 2 horses. Steel and plastic.

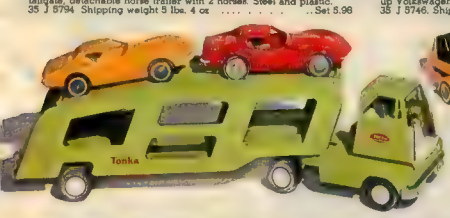
Was ~~5.65~~ **5.98**

35 J 5794 Shipping weight 5 lbs. 4 oz .....Set 5.98

MINI-TONKA FUNSTER SET. Fun Buggy has real roll bar, "Super Digger" sand tires. Beach Buggy has wide balloon tires in front, sand tires in rear; all weather top. Luv Bug is souped-up Volkswagen with balloon tires, funny decals.

3 pcs. 4.98

35 J 5746. Shipping weight 4 lbs. 4 oz .....Set 4.98



4-PIECE CAR-CARRIER SET by Tonka delivers new cars coast to coast. Detachable steel cab has huge plastic windshield, side and rear windows. Brawny 18½x4x7-in. high painted steel hauler has two aluminum loading ramps, carries two 6¼-inch plastic sports cars (included).

4 pcs. 4.49

35 J 5782. Shipping weight 4 lbs.....Set 4.49

3-PIECE WAGONEER and snowmobile set by Tonka. Authentic replica of "Jeep" Wagoneer with all steel body, detailed seat insert, spring action tailgate, lifetime tires. Detachable steel trailer hauls realistic snowmobile 17x4x4-in. high

3 pcs. 3.66

35 J 5749. Shipping weight 2 lbs Set 3.66

BIG TERMINAL with 3 trucks plus signs 'n fences

23 pc. 18.77

Truck terminal for fleet service on any make of truck. Steel reinforced composition wood; sliding doors. 29x17vgx15-in. high. Big Structo truck set includes 14-in. dump truck that dumps, 14½-in. rotating drum cement mixer, 12-in. road grader with lever action blade. 13-pc. sign and fence set. Mailable. Shpg. wt. 22 lbs.

W36 J 5752. **Save $3.13** Complete 18.77

236 J 5751. **Terminal only.** (11 lbs.) 9.95

W36 J 5750. **Truck Set only.** (11 lbs.) 11.98

Big Vista Dome horse van 5.98

Structo steel van with 3 ramps holds 2 horses and 2 colts, in stalls. Plastic skylight, steering wheel, "mag-look" tandem wheels. 22-in. long.

236 J 5783. Mail. Shpg. wt. 7 lbs. . . . . Set 5.98

Big Double-deck car carrier 5.98

Structo truck has durable steel construction with "glassed-in" cab. Carries 3 plastic model cars (incl.) Rear extension ramp for bi-level loading. Tandem dual rear wheels. 22½-in. long.

236 J 5795. Mailable. Shipping weight 7 lbs. . . . . Set 5.98

"Sand Grenade" dune buggy

3.98

The "boss" buggy by famous Structo! Realistic dual rear "mag" wheels with oval tires. Plated roll bar. Hood opens to show engine, rear deck lifts up. Chassis is 9½-in. long. 5-in. tall driver has both bendable legs and movable head.

38 J 5788. Shpg. wt. 2 lbs. 8 oz. 3.98

Budget Power terms are lowest ever, with longer time to pay

Go Everywhere, Do Everything Play "Machines" by

TOOTSIETOY®

Super Buy!
100-Pc. Play Set 9.97

5 100-PIECE TOOTSIE TOY PLAY SET. All the cars, trucks, and special equipment you see on the highway—semis, trucks, the newest cars. All highly detailed *die cast metal*. Non toxic finish, perfectly safe.
85 Y 7703 -Shipping wt. 4 lb. 4 oz. 9.97

6 TOOTSIE TOY SERVICE STATION plus 20 cars. Folds into carrying case. Open, has ramp up to second story. Moveable garage doors. Illustrated service area. Handle for carrying. Plastic station, die cast metal cars.
85 Y 7704—2½x5x12-in. Shipping weight 2 lb. 7 oz. 5.97

7 HITCH-UP SERIES. 7 exciting vehicles each with hitch. Volkswagen, Dog Trailer; Jeep, Honda Trailer, Jeepster, Cabin Cruiser; Volkswagen, U-Haul, Beach Buggy, Bronco; Station Wagon, Snowmobile, Jeep, Attex. Die cast metal. Non toxic finish. Special at Aldens!
85 Y 7701—Shipping weight 1 lb. 11 oz. 6.96

Tonka

Miniature Construction Set 5.92

This tough Tonka construction set is built to handle the heavy work! Includes 11¼-in. loader, dumper, cement mixer, lowboy and dozer. Sturdy steel construction.
85 Y 7675—Ship. wt. 3 lb. 1 oz.....5.92

Tonka's Crazy A's Car Set 5.92

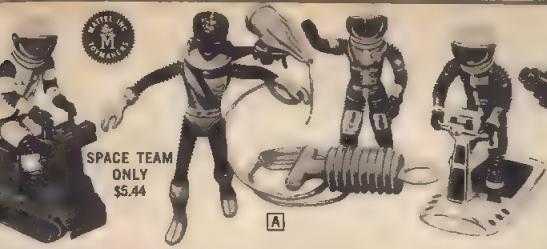
Go ahead and call 'em crazy! You'll be crazy, too, about the widest wheels around! 4 fun cars: mad, mod rod; daring draggin' wagon, souped-out scorcher; and far-out fliffer. Metal. Each 4¾-in. long.
85 Y 7676—Shipping weight 1 lb. 9 oz.....5.92

IRE FIGHTERS

Buddy L

Complete 3-Pc. Truck Set 9.97

When things get hot—you're Johnny-on-the-spot with your own fearless fire-fighting equipment. So play the big hero—you've got everything you need to finish off the flames in a flash. 3-pc fire set gives you emergency truck, snorkel and a 16-in. long hook 'n ladder that extends 20-in. All Steel.
85 Y 7680—Ship wt. 6 lb. 4 oz.....9.97



NEW AND EXCITING FUTURISTIC SPACE AGE TOYS

ONLY $8.44

A SPACE MISSION TEAM. By Mattel. All the astronauts you need to conquer outer space. Includes **Major Matt Mason, Sgt. Storm, Doug Davis** and their outer space friend **Callista**, the super-intellectual from Jupiter. Also included are the Space Sled and Cat Trac. Wt. 1 lb.
72A-11163 Retail $9.00 ... Only **$5.44**

MAJOR MATT MASON ONLY. Wt. 1 lb.
72A-10949 Retail $3.00 ... Only **$1.88**

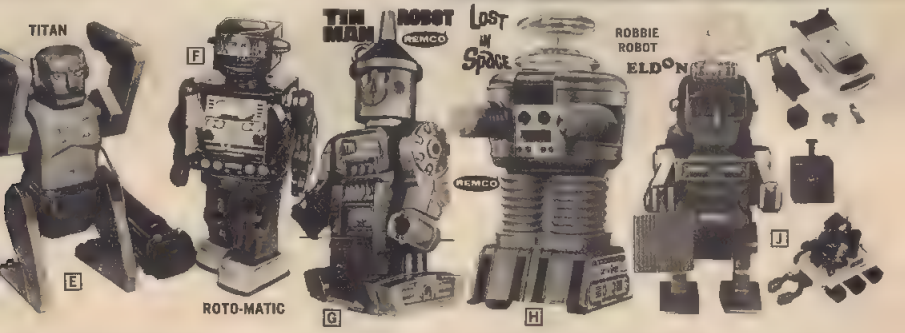
MATTEL'S "ASTRO TRAC." (Not shown) For use with Major Matt Mason or Sgt Storm. Rolls over any space terrain with front wheels that steer. Wide-track power wheels at rear 7" long. Less Battery. Wt. 2 lbs.
72A-10957 Retail $6.50 ... Only **$3.77**
65A-10078 Retail 25¢. D-Cell Battery (order 1) ... Each **20¢**

B CAPT. LAZER FIREBOLT SET. By Mattel. Capt. Lazer rides the Firebolt . . . the turret rotates while power tube and radar screen blaze with lazer beams. Capt. Lazer emits flashing eye beams and lazer energy from his Solar Reactor and Cosmic Cooler, Cosmic Beacon Radiation Shield and Lazer Wand. Less batteries. Wt. 3 lbs.
72A-11168 Retail $14.00 ... Only **$8.44**
65A-10078 Retail 25¢. D-Cell Battery (order 2) ... Each **20¢**

C LUNAR BASE COMMAND SET. By Mattel. Set up your own space colony. Major Matt Mason and his super humanoid friend Callisto command the station, they move over planet terrain in the powerhouse Space Crawler, explode unknown landscapes with the amazing Un-Tred Space Bubble, and they also use the Space Sled and Jet Pak for maneuvers. Less batteries. Wt. 12 lbs.
72A-11223 Retail $32.00 ... Only **$19.95**
65A-10078 Retail 25¢. D-Cell Battery (order 5) ... Each **20¢**

SPACE BUBBLE ONLY. Wt. 4 lbs.
72A-11201 Retail $12.00 ... Only **$7.44**

D TALKING COMMAND CONSOLE. By Mattel. Hear 10 exciting flight maneuvers by Major Mason and his friends, plus real space sounds. Radar screen lights up with flashing colored signals. Two swivel-tilt console seats. Dramatic 2-way vista window. Less batteries. Wt. 2 lbs.
72A-11173 Retail $11.25 ... Only **$6.88**
65A-10078 Retail 25¢. D-Cell Battery (order 2) ... Each **20¢**



E TITAN TUMBLER ROBOT BY CRAGSTAN. The greatest acrobat in the world. You can make him stand on his head, do back flips and somersaults, all by remote control. Less batteries. Wt. 2 lbs.
72A-11270 Retail $4.00 ... Only **$2.88**
65A-10078 Retail 25¢. D-Cell Battery (order 2.) ... Each **20¢**

F "ROTO-MATIC" SHOOTING ROBOT. You'll need him for protection on any space trip. When he walks, doors open, guns come out and fire with realistic rat-a-tat-tat noise while lights blink. Less batteries. Wt. 2 lbs.
72A-11120 Retail $6.00 ... Only **$3.99**
65 10078 Retail 25¢. D-Cell Battery (order 2). ... Each **20¢**

G "TIN MAN" ROBOT BY REMCO. He walks like a man. Goes forward . . bumps into wall and goes backward . . bumps into wall and goes forward again. His arms swing, his head can be moved. Full 21" tall. Of high impact styrene. Less batteries. Wt. 7 lbs.
72A-11280 Retail $17.00 ... Only **$11.44**
65A-10078 Retail 25¢. D-Cell Battery (order 4). ... Each **20¢**

H "LOST IN SPACE" ROBOT BY REMCO. The fabulous robot featured on the famous TV show. Eerie blinking and winking lights flash as he walks in space . . . he points the way for you as he glides along. 12" high, plastic. Less batteries. Wt. 4 lbs.
72A-10814 Retail $9.50 ... Only **$6.39**
65A 10078 Retail 25¢ D-Cel Battery (order 2) ... Each **20¢**

J "ROBBIE ROBOT" BY ELDON. Billy Blastoff's robot walks alone . . . his antenna revolves, his eyes and dome light up. He powers everything in this 8-piece set: Radioactive Retrieval Wagon, 2 cargo boxes, Grabber Radiation Dump Truck, TV Camera and Walkie Talkie. Less batteries. Wt. 3 lbs.
72A 11287 Retail $10.00 ... Only **$5.88**
65A 10027 Retail 25¢ AA-Cel Battery (order 2) ... Each **20¢**

Tiny but mighty... micro-electric railroad 19.98 Set

Have four times the fun in ¼ the space. This exciting N-gauge micro set by Revell has many big features!

All four unit bodies are hi impact plastic, realistically detailed in 1/60 scale. Hopper car, box car and caboose are pulled by the electrically powered locomotive with full eight wheel drive . . only 12 in. long overall! Comes with 30-in. oval of self cleaning, nickel-plated track, rerailer, track clips, automotive coupler, magnet motor. UL listed power supply . . 6 amp 18V output with directional and speed control. Instruction booklet included.
35 J 5270 Shpg. wt. 3 lbs. 6 oz. . . . . .Set 19.98

Marx figure 8 electric railroad even has colorful village!

~~Was 16.88~~ **14.98 Set**

Exciting railroading fun is yours as you speed this electric train around the colorful village you've built yourself! Price cut from '69 Christmas book. Durable hi-impact plastic locomotive makes realistic chugging sound as it pulls tender, fuel car, hopper, caboose on 176 inches of track (27x63-in. layout). Plastic accessories include 6 telegraph poles, 6 people, 2 automobiles, plus a complete 34-piece cardboard village to round out the scene. 25W transformer 110-120V, AC. UL listed.
R36 J 5156. Mailable. (9 lbs.).....Set 14.98

Realistic battery-powered railroad whistles and smokes along

8.98 Set

Like the real thing! What fun, as engine pulls coal/freight cars and caboose; 22½ in. long overall. Runs on 57x22-in., 20 pc. bayonet-eight track with rerail ramp, bridge. Also whistling station house, battery box. Needs 4 "D" batt. (not incl.). See p. 404.
35 J 5547. Plastic. (3 lbs. 6 oz.). . . .Set 8.98

SAVE $8 on a poweride® X-1...runs 7 hours on a single battery charge

~~Was 37.88~~ **29.88**

- Steers like a real automobile
- Recharges overnight
- Built-in six-volt battery
- Rugged and racy styling
- Speeds up to two mph

Kids love riding on this super toy ... now cut $8 from '69 Christmas Book! Indoors or out, it steers like a real car, with forward stick shift, reverse lever and accelerator pedal.

Parents will like its sturdy hi-impact plastic body — holds up to 150 lbs. Wide racing-type tires. UL listed charger plugs into wall socket — recharges car overnight; built-in 6-volt battery. 31x16 in. seat is 9 in. from floor. Almost fully assembled. For ages 2 to 7. Mailable. W36 J 3141. (24 lbs.)..... **29.88**

All vehicles on page have rechargeable batteries. Just plug into wall socket!

[1]

HOT FOOT with wide cheater slick rear tires **37.95**

[1] Mod-detailed dragster boasts "street-rodders" chromed air scoop, accelerator pedal, forward, reverse stick. Runs up to 2 mph. 7 hrs. on 1 charge. Built-in 6V battery. Length, 31 in. Seat: 9 in. from floor. Hi-impact plastic. W36 J 3143. For ages 3 to 9. Mailable. (27 lbs.)... **37.95**

[2]

SUPER CYCLE with forward, reverse, stop **34.95**

[2] Easy to maneuver, super-fun cycle has forward stick-shift plus racy styling features. Runs to 7 hrs. on 1 charge with built-in 6V battery. Speeds to 2 mph. Hi-impact plastic body, 29½ in. long; seat: 13¼ in. high. W36 J 3142. For ages 2 to 7. Mailable. (27 lbs.)..... **34.95**

Reduced $3
Motorized Shuttle Train

Push buttons and watch train carry cargo of beads and logs up steep incline. Unload them and travel around to pick them up. Sold only at Sears

Priced to be SOMETHING SPECIAL Was $14.99 $11.99 without batteries

The hardest-working little shuttle train we've seen. Listen to it whistle as it chugs along the 4 feet of track, loading and unloading the 2 rail cars. Cars carry shipments of colorful beads, logs . . or add your own cargo. Set also includes turntable, elevator tower and 7 pieces of track . . just snap them together to build the 48x18x13¼-inch high structure. Then start the push-button action: 3 uncoupling buttons release cars from track sidings; 2 turntable buttons make table rotate or stop at the track desired. The power's in the engine . . uses 1 "C" battery, order pkg. below. Sturdy plastic. From Japan. Partly assembled.

49 N 44649—Shipping weight 4 pounds $11.99

Alkaline "C" Batteries. Lasts 6 to 10 times longer than regular batteries. Package of 2.

49 N 8410—Shipping weight 5 ounces ..... Package $1.29

Elevator lowers and dumps load into waiting rail car
Rail car automatically unloads into elevator then train chugs down incline
At the push of a button, locomotive chugs into rail siding, couples onto one of loaded rail cars
Turntable revolves and stops at track selected
CHUG CHUG
Moves up steep incline for unloading

Circus Train carries restless zoo animals

$3.99 without batteries

As it chugs along you can point out the cargo by name . . lion . . tiger . . elephant . . each moving about in its own brightly painted car. Plastic 22½ inches long. From Hong Kong. Uses 2 "C" batteries, order package below.

49 N 44348—Shipping weight 1 lb. 12 oz. . $3.99

"C" Batteries. Package of 6.

49 N 8406—Shipping weight 12 oz. Pkg. $1.19

To order the easiest way, look in your phone book white pages under "Sears, Roebuck and Co., Catalog Sales" for number to call.

Toys run..hit obstacles..reverse themselves

$2.99 without batteries

$4.99 without batteries

Mystery Train

Smoke stack smokes, headlight glows, and whistle blows

Just put in 2 "D" Batteries (order package below) and watch this puffer-belly locomotive chug away . . changes course each time it hits an obstacle. Entire body constructed of steel. Measures 10 inches long. Non-toxic finish. From Japan.

49 N 4435—Shipping weight 1 lb. . . $2.99

"D" Batteries. Package of 6.

49 N 8405—Wt. 1 lb. 8 oz. $1.49

Quacky Duck

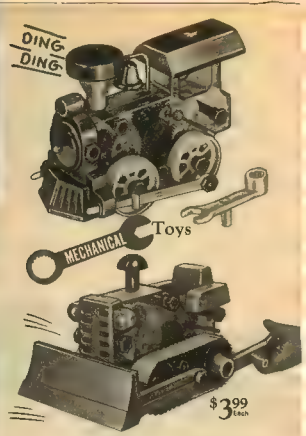
She waddles to and fro, stops to stretch her neck and quack

Delightful, adorable and a little bit wacky . . Quacky Duck with the "granny print" bonnet. With 2 "C" batteries (order package far left) you can make her waddle, wiggle and wander. She changes course when she hits an object. Plastic. 7 inches high. From Japan.

49 N 44602—Shpg. wt. 1 lb. 5 oz. . . . $4.99

Clear plastic shapes interlock so you can make hundreds of different passageways for balls to travel through
Crystal Roller Coaster
Tunnel within each cube forms one endless passage just snap cubes together
$4.79 50-piece Set

Build your own geometric roller coaster with these crystal clear cubes. They snap together easily to form hundreds of designs. When your structure is complete, place a marble into one cube and watch it travel down and around, over and through the tunnel. Cubes rotate to send marble in different directions. Set includes 30 cubes (1¼ inches square), 10 spacers, 8 straight shoots, *plus* two marbles. All see-through plastic parts in pink, yellow, and clear color. Buy it the easy way—order by phone.
49 N 44286—Shipping weight 1 pound 8 oz. ..... Set $4.79



Take them apart, rebuild them . . both have wind-up engines that make 'em go!

Play with them as they come (fully assembled) or have fun disassembling the giant-sized, color-coded parts. Two-sided see-through cases, wind-up motors, gear mechanism (moving parts enclosed). Hi-impact plastic, 9¾ in. long. Color-coded instructions, wrench key incl.

Locomotive. Wind it up, release brake, and pistons move . bell clangs as it chugs away. Wrench key tightens nuts and bolts, winds motor.
Shpg. wt. 1 lb. 4 oz.
49 N 4411 ..... $3.99

Bulldozer. Molded rubber tractor treads climb over obstacles. Scoop raises and lowers. Wrench key tightens nuts and bolts, winds motor.
Shpg. wt. 1 lb. 4 oz.
49 N 4412 ..... $3.99

Here's a two-lane super-action road race for the very young. Both lanes have remote control units to let tots vary the speeds of the cars . . run up to 6 cars at a time. One child can operate both lanes. One-piece molded plastic figure-eight layout complete with overpass, 18⅛x10⅛x2 inches high. 6 cars, 1¾ inches long. Cars stay on track even if you tilt it. Operates on 4 "D" batteries, order package below.
49 N 44197—Shipping weight 1 pound 10 ounces ..... Set $7.87
49 N 8405—Package of 6 "D" Batteries. Shpg. wt. 1 lb. 8 oz. ..... Pkg 1.49

Talking Chatter-Buggies follow you on a string . . sound almost real

(1 and 2) Molded plastic Chatter-Buggies roll merrily along, chattering appropriately as they go. Pull them by nylon string . . same string activates their sound.

1 **Dumpety Dumpy.** Pull-along dump truck has face decal on hood, eyes on fender. Makes construction sounds when pulled. Driver sits inside. 14x9x6 in.
49 N 44631—Shpg. wt. 1 lb. 8 oz. $4.99

2 **Clangy-Clanger.** Red fire engine with yellow ladders makes siren sounds when pulled. Decal face, big wheels. Silly-faced driver inside. 14x9x6 in. high.
49 N 44632 –Shpg. wt. 1 lb. 8 oz. $4.99

There are boats that look bigger than we are. One of them, the biggest, builds a 36' tri-cabin that looks very much like ours.

Only their hull is plywood. Ours is fiberglass.

Theirs comes with many years of decks. Ours are solid teak.

We like to include little luxury features that they don't have. Like an oven, galley exhaust fan, icemaker, forward deck seats, and sun deck seat.

We also have a full-width aft deck. And that takes up about

Goliath doesn't have either.

Now, you'd expect the biggest boat company in the world to charge less for their boats because of volume. Not so.

Trojan Yachts

The Trojan 36' tri-cabin with twin 260 HP V8's. Up to 30 mph. See your dealer or write for literature. Trojan Yachts, Lancaster, Pennsylvania 17604. A subsidiary of Whittaker Corp.

Our 36 Tri-Cabin is about to give Goliath another headache.

Lancaster, Pennsylvania 17604. A subsidiary of Whittaker Corp. Fly Bridge optional.

This Trojan has a few surprises inside too.

The 31' Sea Voyager Express Cruiser. The largest selling boat of its kind in the world.

But it didn't get that way just by looking pretty.

For one thing, we included plenty of little luxuries as standard. Like a hardtop, teak decks, automatic bilge blower and pump, windshield wipers, upholstered helmsman seat, and twin 225 hp engines (50 mph).

And it all fits neatly into 31 feet of livability. Enough room to sleep six full-sized people.

But that alone is not enough reason to make this fine performer the world's biggest seller.

[illegible] boat. The Sea Voyager costs less than any other model of its size with comparable high quality and equipment. About $2,000 less than its nearest competitor, in actual retail dollars.

How do we give you so much boat for the money? Simple.

Our miracle material. Wood.

Don't turn up your nose. If properly taken care of, wood can last as long as fiberglass. Wood is easier to repair. And in many parts of the country, wood is far more practical than fiberglass.

We ought to know. We make both. And we make them both with the careful craftsmanship that goes into every Trojan.

Wood might not be the newest product on the market. But it can save you a lot of money.

And, these days, if that's not a miracle, nothing is.

Trojan Yachts

For information on the Philippine-mahogany-planked 31', see your dealer or write, Trojan Yachts, Lancaster, Pennsylvania 17604
A subsidiary of Whittaker Corporation

Trojan announces a miracle material that will make you think twice before you buy an old-fashioned fiberglass boat.

The 31' Sea Voyager Express Cruiser. The largest selling boat of its kind in the world.

But it didn't get that way just by looking pretty.

For one thing, we included plenty of little luxuries as standard. Like a hardtop, teak deck, automatic bilge blower and pump, windshield wipers, upholstered helmsman seat, and twin 225 hp engines (30 mph).

And it all fits neatly into 31 feet of livability. Enough room to sleep six full-sized people.

But that alone is not enough reason to make this fine performer the world's biggest seller.

Maybe this is. The Trojan 31' costs less than any other model of its size with comparable high quality and equipment. About $2,000 less than its nearest competitor, in actual retail dollars.

How do we give you so much boat for the money? Simple.

Our miracle material. Wood.

Don't turn up your nose. If properly taken care of, wood will last as long as fiberglass. Wood is easier to repair. And in many parts of the country, wood is just more practical than fiberglass.

We ought to know. We make both. And we make them both with the careful craftsmanship that goes into every Trojan.

Wood might not be the newest product on the market. But it can save you a lot of money.

And, these days, if that's not a miracle, nothing is.

Trojan Yachts

For information on the Philippine-mahogany-planked 31', see your dealer or write. Trojan Yachts, Lancaster, Pennsylvania 17604
A subsidiary of Whittaker Corporation

Trojan announces a miracle material that will make you think twice before you buy an old-fashioned fiberglass boat.

They Look Like Adult Typewriters and They Work Like Them ... but They're Made Just for Children!

Petite Typewriter with Case 1677

1 ***Was 17 77 last Christmas*** Made by English craftsmen to help your child get better grades thru neater looking work! Types 80 characters. Back spacer, paper release and adjuster, end-of line bell. Ribbon reverse. Three bank keyboard. 12x12x5-in. plastic with metal mechanism. Leatherette carrying case. Mail. 84 Y 5813—Ship. wt. 6 lb. 3 oz.. . ...16.77

President Deluxe with Case 1388

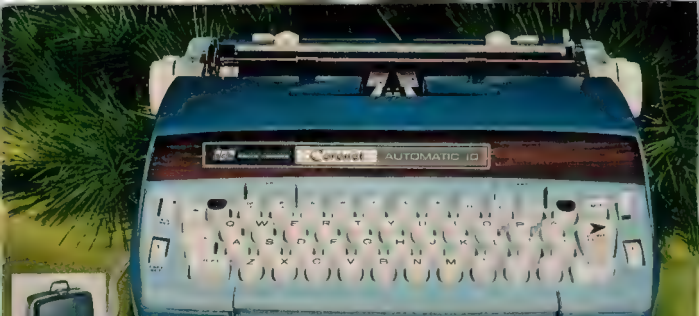
2 Quality typewriter for young students. Lightweight plastic 11 x 11 x 5-in. housing and keys. Ball bearing carriage return and line roll-up lever, standard keyboard. Individual action keys—complete alphabet, numerals and punctuation. Uses standard ½-inch ribbon. Metal mechanism. Molded carrying case. 84 Y 5802E—Ship. wt. 10 lb. Mail. ...13.88

Tom Thumb Model, Case 1197

3 Styled like the big ones! Complete alphabet, numerals, punctuation; ball bearing carriage return and line roll-up lever. Plastic 10 x 10 x 5-inch body and keys. Metal mechanism. Uses full size paper and standard ½-inch ribbon. Corrugated case. Perfect for beginners. 84 Y 5803—Ship wt. 7 lb. 12 oz.... .. .11.97

Collegiate Deluxe, Case 2479

4 ***Was 28 88 last Christmas*** Great student typewriter with 4-row standard keyboard. Types small and capital letters and figures, fractions, punctuation marks. 84 different characters. Line roll-up and return lever, back space key, shift lock, ribbon reverse. 14 x 12 x 4-inch plastic and steel body. Precision metal mechanism. Matching carrying case. Mailable. 84 Y 5804E—Shipping weight 12 lb.....24.79



SAVE $20! Smith Corona Automatic ELECTRIC "10"

Price cut from Fall Book. Power carriage returns, advances to next line automatically. Full powered tabulation. Power repeat keys underscore, type continuous lines of . - xxx and space. Portable has 88 characters, touch selector, Quick-Set margins, Page-Gage tells distance to bottom of page. Impression control. 2 interchangeable keys. Case incl. Script type uses 1 color ribbon only. 110-120V, 60 cycle AC. **5 year guarantee** (see below opposite page). Actual weight 23½ lbs. Available. Shipping weight 29 lbs.

Z55 J 4572 **Pica type.** Slate Blue or Gray ... 139.88
Z55 J 4574 **Elite type.** Slate Blue or Gray ... 139.88
Z55 J 4588. **Script type.** Blue only ... 139.88

139.88 Was ~~159.95~~

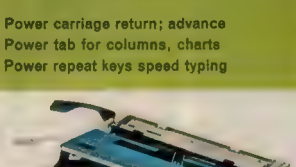
- Power carriage return; advance
- Power tab for columns, charts
- Power repeat keys speed typing

Remington "611" Electric cut $10

Was ~~119.95~~ **109.88**

Cut from Fall Book! Repeat offer. Remington electric portable has durable, yet lightweight tempered steel construction. Standard 88 character keyboard has contoured keys. Automatic key set tabulator stops at any space. Touch selector adjusts to individual typing "feel." Copy control selector adjusts for clear carbons. Line indicator tells distance to bottom of page. 2-color ribbon plus stencil setting. Slimline case. 110-120V, 60 cycle AC. **5-year guarantee** (see opposite page). Act. wt. 28 lbs. Mail. Sh. wt. 34 lbs.

Z55 J 4960. **Pica type.** Blue with White Sand ... 109.88
Z55 J 4961. **Elite type.** Blue with White Sand ... 109.88



Smith Corona Electric "12" cut $10

Was ~~139.95~~ **129.88**

Cut from Fall Book! Repeat offer. Portable has 12-in. carriage for easy handling of special jobs. Impression control. Interchangeable key. Touch selector. Repeat actions underscore, type continuous lines of . - xxx and space. Page Gage. Famous Quick-Set margin controls and tabulator. Carry case. Script type uses one color ribbon only. 110-120V, 60 cycle AC. **5 year guarantee** (see opposite page). Actual weight 26 lbs. Mail. Sh. wt. 31 lbs.

Z55 J 4592 **Pica type.** Slate Blue or Grey ... 129.88
Z55 J 4596 **Elite type.** Slate Blue or Gray ... 129.88
Z55 J 4899. **Script type.** Blue only ... 129.88

See Page 285 for Best Terms Ever—Use Budget Power—No Money Down

SAVE $10 on Smith-Corona Super-Sterling portable with all these features:

☆ Office size 88 character keyboard ☆ Visible Quick-Set margins

☆ Touch control adjusts for "feel" ☆ Page-Gage tells distance to bottom

☆ Key-set tab sets/clears with 1 lever ☆ Push-variable line spacing

... great gift value! **79.88** Was ~~89.98~~

Price cut $10.10 from our Fall Catalog on June for Christmas gift-giving. Smith-Corona portable has big new future features. 88 character keyboard handles big type with ease. Key set tab sets/clears from keyboard. Touch control adjusts for "feel" with 1 lever. Push-variable line spacing allows you to set margins with 1 push of the finger. Touch control adjusts your choice typing "feel". Page-Gage tells distance to bottom of page. Push-variable line spacing. Variable line spacing lever. Visible Quick-Set margins with push-button ease. Variable pitch. Carrying case included. A real value gift for Christ... See 5-year guarantee on page 166.

250 J 4576 HCA type Matchless Shipping weight 23 lbs. 73.88

250 J 4577 ELITE type Matchless Shipping weight 23 lbs. 79.88

Case included

Type Styles Elite Size (12 letters per inch) Pica Size (10 letters per inch) *Artistic Script* Smith-Corona Garamond

Use Budget Power—make brightest Christmas dreams come true

SMITH-CORONA FIGUREMATIC

America's Best-Selling Electric Adding Machine

Save 6.71

59.95

$4 Mo. Terms p. 298

Outstanding "Figurematic" *was 66.66 in our Big Spring Book, page 534*—now save 6.71 AND get 6 rolls of 2¼-in. tape free! Subtracts, adds, multiplies electrically. Sensitive "hand span" keyboard. Combined digit indicator and clear key. Non-slip paper feed and cartridge ribbon load. 5-year guarantee.* Lightweight, compact, and portable—weighs only 8 lb. with snap-on cover. Retractable handle, tuck-in cord. 9x13x7-inches. Sea-Foam Green color. 110-115-volt, 60 cycle, AC. UL listed. *$4 Monthly* See pg. 298. Mail/Insured

36 Y 9890E—Wt. 16 lb....59.95

See page 366 *

Self-Enclosed Carrying Cover

Christmas BONUS!

Included with either of these deluxe electric machines is an entire years' supply of adding machine tape . . . AT NO EXTRA CHARGE TO YOU!

Totally Electric *Bohn Addmatic*

Shows subtraction and credit balance in Red!

Cut 29.92

69.95

$4 Mo. Terms p. 298

Addmatic *sells for 99.87 in our Big Fall Book, page 700* Save AND get 6 rolls of 2¼-in. tape free! Adds, subtracts, multiplies totals to a plus or minus balance. Totals 11 columns, enters 10. Powerful 180 RPM motor, 10-key keyboard. Lightweight—8½ lb.—steel frame, all-steel mechanism. 9¾x7⅝x5 in. Blue color. 110-volt, 60 cycle, UL listed. Mail /Insured. $4 Monthly, terms on page 298.

36 Y 9878E—Wt. 15 lb. 69.95

Carrying Case for Addmatic

36 Y 9772E—3 lb. Mail.. 4.95

Remington 10/40 *Cut $20* 49.95

1 One of the most popular portables made *sells for 69.95 in Big Fall Book, page 703!* Even comes with touch-typing course! Has standard 86-character keyboard with 9½-inch carriage. Exclusive DIAL-A-TOUCH control, key-set tabulator—stops at all numbers on paper bail, variable line control 2-color ribbon (Black only on Script). Stencil control. Durable Cycolac® housing is chip, dent resistant. Case included. Shipping weight 21 lb. Mailable/Insured. $4 Mo. Terms pg. 298.

36 Y 9767E—*Pica* . . . . 49.95 36 Y 9771E—*Elite*. . .49.95 36 Y 9765E—*Script*. 49.95

Remington "Streamliner"—Our Lowest Price Ever! *Cut $3* 32.88

2 *Cut $3 from Big Fall Catalog, pg. 702—and it's a 49.50 value!* Lightweight—only 12½ lbs. Standard keyboard, variable line spacing, margin release and back space key, 9½-inch carriage. Two position paper bail. Case included. Blue Cycolac® housing won't chip or dent.

36 Y 9782E—*Pica Type* Wt. 17 lb. Mail. Terms, page 296. . . . . 32.88

36 Y 9791E—*Elite Type* Wt. 17 lb. Mail. Terms, page 298. . . . . 32.88

5-Year Guarantee

Free replacement (other than labor, shipping) of any defective typewriter part except rubber, ribbons, or parts damaged by misuse or accident, within 5 years. Free labor for 90 days. For original owner only.

Pica—10 char. per in

Elite—12 char. per in.

Script—12 char. per in.

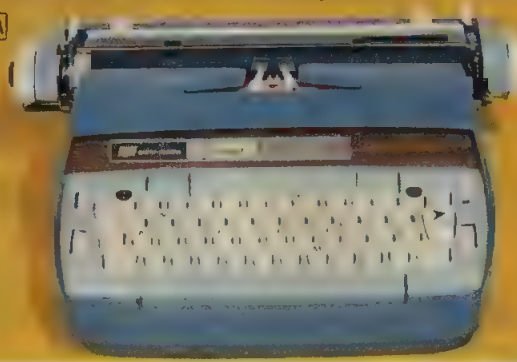
SMITH-CORONA

"Coronet" Automatic is Fully Electric . . . Even the Carriage! 139.95

GO BIGGER . . . 12-Inch Carriage 159.95

$7 Monthly Terms on page 298

(A)



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(A) CORONET Automatic 12 with 12-inch carriage—*a 179.95 value!* Same as at left, but takes letter-size paper sideways! Mail/Insured.

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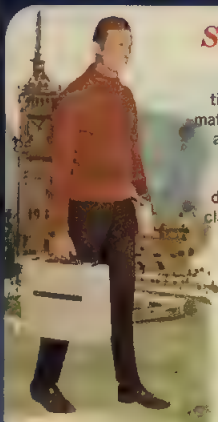

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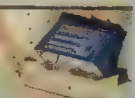
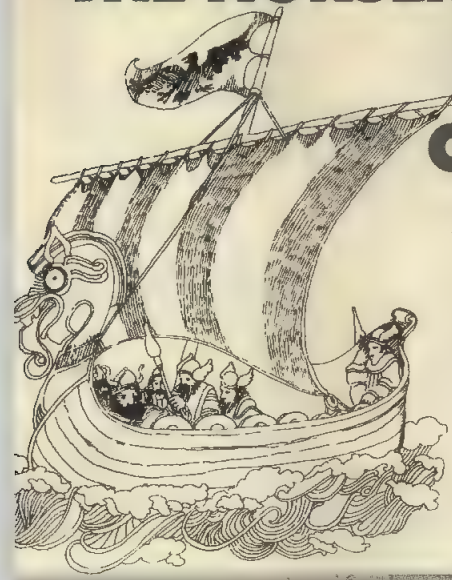
1	Simply open copier, plug it in and put papers under the glass.	
2	Top the glass with the exposure box, push the button.	
3	Slip papers into roller—roll out a quick, perfect, dry copy!	

THE NORSEMEN STARTED A TRADITION ULRICHSEN CONTINUES IT



Eric the Red and Andy Ulrichsen had more in common than nationality. They both loved wood boats. And they built them for rugged cruising beyond the twelve-mile limit. That's why men who are serious about boating have been buying Ulrichsen's classic, all-wood Jersey skiff for over 20 years.

Ulrichsen men are a breed apart. They demand first-class seaworthiness *plus* the warmth, texture, and substance of wood. The lapping of water against wood has a sound all its own, and it's in their blood. It's as much a part of owning an Ulrichsen as the unique way the wood hull responds to the challenge of white water.

Join action-minded men who have an eye for practical beauty and the pride of Ulrichsen ownership. Drop in at your Ulrichsen dealer and take a good long look at his new 1970 line of 33′ and 37′ Convertible Sedans and Sport Cruisers. Your eyes will light up!

ulrichsen

Luhrs Company, Marlboro, N.J. 07746

DISTANCE RACING CONTINUED FROM PAGE 75

occasion was the launching of the first *stock* auxiliary at the Casey yard in Fairhaven, Massachusetts.

Of the custom yachts that were built in 1928, one has become one of the all time greats of the sport—*Niña*. The grande dame of the ocean racing fleet, *Niña* was designed specifically to demolish the rule being used. It is a tribute to Burgess' consummate ability that 1) *Niña* won without resorting to her handicap, and 2) she has been winning ever since under all kinds of measurement rules. Originally built for Paul Hammond, she was under the able stewardship of DeCoursey Fales until his death in 1966, when she was bequeathed to the Merchant Marine Academy.

1929's Black Friday was enough to demolish the enthusiasm, and the pocketbooks, of many ocean racing buffs. But the resulting depression did not immediately affect the sport too much. In 1930, a total of 42 boats followed the first *Malay* to Bermuda, and one of them was a new white yawl named *Dorade*. Four boats sailed the Transpac and *Jolie Brise*, Bobby Somerset's durable pilot cutter, won the Fastnet for the third time. Florida moved into the ocean racing picture that year, too, staging the first St. Petersburg to Havana Race.

Another Transatlantic race was run in the next summer. The then-youthful (almost adolescent) Rod and Olin Stephens entered their 52-foot yawl *Dorade*, which they had designed. She repeated *Niña's* triumphs of 1928 by winning the Transatlantic and the Fastnet. In addition, she virtually revolutionized the design of boats for off-shore racing. The arrival of *Dorade* on the ocean racing scene effectively signed the death warrant of the schooner.

Death, as applied to people, touched the Bermuda Race the summer of 1932. A depression-lean fleet of 27 starters set sail for the Onion patch: *Highland Light* was to break the three-day elapsed time barrier, *Malabar* was to win the trophy on corrected time, *Dorade* was to win her class, and *Adriana* was to burn.

Burn she did, on a dark, moonless and windy night. *Jolie Brise*, which had crossed the Atlantic to race, saw the flames With superb seamanship Bobby Somerset laid her alongside *Adriana*, long enough to take off most of her crew. The only man left was Clarence Kozlay, who stayed at *Adriana's* helm while the rest jumped to safety. He jumped last, and missed. He was never found, and his was the only death during all the years of the Bermuda Race. Somerset was awarded the CCA's Blue Water Medal for his heroism.

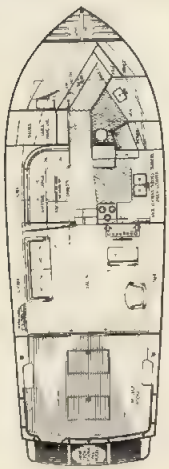
1933 was a big year, everywhere but on the water. Roosevelt was installed in the White House, an ex-corporal from Austria became Fuhrer of the 1000-year Reich, and *Dorade* again took the Fastnet. Next year, on the other side of the world, the smallest boat ever sailed to Honolulu in the Transpac fleet. She was the 28-foot *Common Sense*, a name that many people thought was singularly inappropriate. That was also the year that inaugurated the Miami-Nassau Race, and saw *Edlu* win a 29-boat Bermuda Race.

The Stephenses launched a new boat the next summer. A grown up *Dorade*, but beamier and generally tougher, *Stormy Weather* repeated her elder sister's triumphs across the Western Ocean and around Fastnet Rock. *Dorade* in the meantime had forsaken the Atlantic and gone to the Pacific, where she won her first Honolulu race in 1936.

Kirawan took the Bermuda Race that same year, but for a while it looked as though deep sea racing was in serious trouble, inspired by the chowder and debating society on Capitol Hill in Washington. Over the years Congress had attempted the passage of many almost comical laws relating to boats, but in 1936 it surpassed itself, proposing a law

(Continued on page 114)

Viking PRESENTS THE NEW 38' SEDAN



Cabin areas exceedingly spacious, the beam is an extraordinary 13' 10" and headroom a realistic 6' 5". Main salon is paneled in teak laminate and trimmed with solid teak. Full galley opposite large dinette area. The head has fiberglass shower and two entrances for privacy. Sleeps six people comfortably.

Fiberglass flying bridge, center steering, seats five persons. Cockpit 9' x 12'—plenty of room for deck chairs or fishing.

Fully equipped except for electronic gear. Must be seen to be fully appreciated.

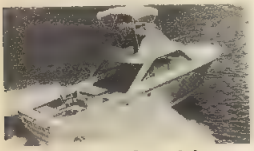
Viking YACHT CO. NEW GRETNA, N.J. 08224

OCEAN MARINE

Ocean Twenty-Eight is a sleek fast fishing machine said to be equally at home on lake, river, or blue water. The fiberglass boat can be driven with enough wallop to put her to 50 miles an hour. For back-water use she can also be fitted with twin Jacuzzi Marine Jets. Open utility, hardtop, and flying bridge models are available.

Also from Ocean Marine is a fast, new, deep-vee twenty-one footer. She has wide open accommodations for landing big ones and, like her sister, can be powered to 50 miles an hour. 1970 version of the 18' Doyle Spinfisher is offered, too. An outboard, she has control console amidships and a large, flat deck forward for casting. Excellent fishing platform.

Ocean Marine Prods., Inc., Opalocka, Fla



Ocean-28 runs fast and clean

MAINE SHIPBUILDING

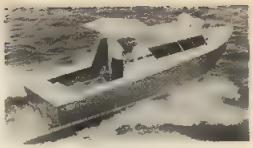
A new entry on the cruiser scene, Maine Shipbuilding combines the well-known Ted Lang's production ability with designs by Phillip C. Bolger to produce four unusual fiberglass hulls in 27', 31', 37', and 65' lengths, as cruisers, sportfishermen, or yachts, with gas or diesel power, available as unfinished hulls (Mainship) or finished boats (Lang Yachts). The design offers many of the benefits of a deep footed entry for soft riding and control with a flat aft planing surface for speed and economy.

Maine Shipbuilding Corp., 39 Mechanic Street, Rockland, Me 04841.

NORTH AMERICAN

A new 26' fiberglass cruiser with accommodations for four adults leads the line of modified deep-vee boats made by this Florida builder. The S-26 "Diplomat" features 6'4" headroom in the cabin, a galley with ice box, alcohol stove, and large work counter, a hanging clothes locker; and a stand-up head. The forward access hatch becomes a deck seat for two or three when it is closed.

Power options are available in single or dual stern drive installations, and the 80-gallon fuel tank is said to give the boat a cruising range of about 200 miles. During test runs, twin 120 hp engines produced speeds up to 35 mph, the manufacturer states. Prices start at $10,995.



Diplomat by North American

North American Boat Corp., 3355 S.W. 2nd Ave., Fort Lauderdale, Fla. 33315

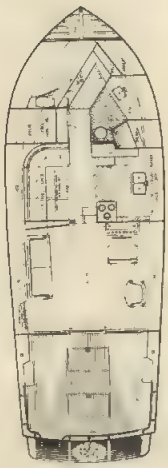
CONBOY

Custom boats, round bottom or chine, caravel or strip planked, are the specialty of Joseph Conboy, Virginia boatbuilder. Located 15 miles up the Rappahannock River, 60 miles from Richmond, Conboy has access to highly skilled workmen and has the advantage of a favorable year-round climate. Boats currently under construction include a 58-foot ketch and a 54 foot power cruiser. Yachtsmen contemplating having a boat built are invited to visit the plant to see the work in progress and to discuss possible future projects.

Joseph L. Conboy and Assoc., Robinson's Creek, Urbanna, Va. 23175

(Continued on page 338)

Viking PRESENTS THE NEW 38' SEDAN



Cabin areas exceedingly spacious, the beam is an extraordinary 13' 10" and headroom a realistic 6' 5". Main salon is paneled in teak laminate and trimmed with solid teak. Full galley opposite large dinette area. The head has fiberglass shower and two entrances for privacy. Sleeps six people comfortably.

Fiberglass flying bridge, center steering, seats five persons. Cockpit 9' x 12'—plenty of room for deck chairs or fishing.

Fully equipped except for electronic gear. Must be seen to be fully appreciated.

Viking YACHT CO. NEW GRETNA, N.J. 08224

the longest of which is three and one-half miles. The lake, two miles by one and one-half miles, is usually calm until the weather changes about 3:30 p.m. Races often end in fairly choppy conditions.

The club's motto could well be: Happiness is a Warm Sailor.—*M. W. Martin*

Documented Fiberglass Vessels

In order to comply with Federal regulations the official number and net tonnage should be engraved on a fiberglass plate permanently bonded to the hull or to a structural member integral to the hull. It should be located in the forward portion of the vessel, where the main beam would normally be found.

Destiny Comes on Strong

The new Santana 37 seems to be an up and coming contender in ocean racing circles. *Destiny II*, owned by John Hooten of Newport Beach, Calif., has placed well in every race in which she has been entered—except the Transpac. In that race her boom was broken and her tiller arm was sheared off. Her imaginative crew used the spinnaker pole to jury rig a new boom. They then went on to finish 50th out of 78 boats

Last November *Destiny II* placed first in class in the 14 Mile Bank Race. Then in the Mid Winter Series in January she placed first in class in the first and third races of the series, but was disqualified in the second race because her spinnaker hit the spreader on another boat.

Destiny II has also made a good showing for herself in this year's Whitney Series. She placed first in class in the first race of the series and placed third in class in the second race—she missed the finish line in the fog and had to come back to cross the line.

River Hobos, Alert!

The Okeechobee Waterway Association is sponsoring its annual cross-Florida thing over the Memorial Day weekend. Open to all boatment and boat clubs who care to write to Box 1255, Fort Myers, Fla. 33902 for registration forms, the long weekend kicks off with a steak dinner and dance on Thursday night. Friday everyone fleets up for the trip and the delights for the balance of the weekend are myriad. Oh yes, that dinner and dance on Thursday is called the "River Hobo Party." Well, you can't win them all.

Safe Boating Cruise

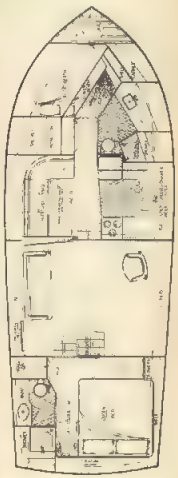
Monday, May 25 is the date for this year's Safe Boating Cruise on the Chesapeake. The Maryland Port Authority donates their excursion vessel, *Port Welcome* as a locale for learning about safe boating while cruising along the Bay. The Red Cross, USPS, USCG Aux, and the Yacht Clubs Association join in to make this a unique and informative event.

The boat shoves off from Pier 1, Pratt St. in Baltimore at 7.00 P.M. and everyone is served a hot buffet dinner. While the guests are eating there is a tour of the harbor narrated by the Port Authority after which everyone gathers in the main salon for the formal program: Rules of the Road—USCG Aux; Fire Prevention—USPS; First Aid Afloat—Red Cross, and You've Bought a Boat, What's the Next Step?—Department of Chesapeake Bay Affairs.

By the end of the formal program, the boat has arrived at Bay Bridge and has turned back. It is now dark and safe boating films are shown in the salon while for those on deck, narration over the P.A. system points out the lighted aids to navigation and the lights on vessels in the Bay. There is an excellent range going up the Patapsco River to illustrate range lights.

(Continued on next page)

Viking PRESENTS THE ALL NEW 38′ DOUBLE CABIN



An exciting new design, packed with innovations to enhance living afloat, completely different from the ordinary type double cabin flybridge cruiser. The beam is an extraordinary 13'10" and the headroom a realistic 6'5" making the cabin areas exceedingly spacious. Two luxurious heads, one aft and private for the master stateroom, one forward, with two entrances for greater privacy. Master stateroom has optional twin beds or queen size. Main salon paneled in teak laminate and trimmed in solid teak.

A large fiberglass flying bridge with center steering and side seats to accommodate five. Full galley, dinette, and plenty of room to sleep eight people. Fully equipped and, with the exception of electronic gear, is ready to go. A full 38'4", she must be seen to be appreciated.

viking YACHT CO. YACHT CO., NEW GRETNA, N.J. 08244

gathering held for owners of a single manufacturer's line of sailboats?

Two hundred and sixteen Columbia owners had signed up with George W. (Lanny) Coon, Jr., manager of Consumer Relations at Columbia Yacht Corporation. But fog, which blanketed the Southern California coast that morning, and light to no winds had discouraged forty of them from poking bows outside harbor jetties. However, for the rest, typical Fall weather prevailed. Half way across the channel, the yachts emerged from the cottony grey wall of fog into blue skies with the sun sparkling on the water and the wind blowing a steady 10 to 12 knots.

The only boat in the rendezvous not built by Columbia was the 90′ ketch, *Sea Diamond*. She was the transportation vessel for Columbia executives, their wives, and special guests and also served as finish line committee boat for the intrepid Columbia skippers who elected to race to the Isthmus, hoping to win the perpetual Rendezvous trophy, a huge beer stein.

To enter the race, an owner need not be a member of a yacht club; his ownership of his Columbia was sufficient There was no measuring of sails, restrictions on what sails might be used, or other bother. Lanny Coon, an ace Snipe skipper before joining Columbia Yacht, knows the sailing characteristics of each Columbia class. Combining this knowledge with the simple Pacific Handicap Racing Fleet rating system, he figured out the times at which boats in the various classes should start from each of the five harbors. Skippers were on their honor to start only at their appointed time. On paper, all boats had an equal chance to win and all should finish at the same time.

Sea Diamond was on station as leeward end of the finish line, with Ship Rock, at the Isthmus harbor entrance, the weather end. Looking eastward from the ketch's broad deck, white sails, floodlit by the late afternoon sun, thickly dotted the blue horizon over half the compass card. Would they put theory into reality and arrive en masse?

First across the line was *Escudero*, the Columbia 50 owned by the company president, Dick Valdes, but under charter to Dr. Douglas Wake of Royal Oak, Michigan. Then a parade of twos and threes started arriving but no mass migration across the line. The northwesterlies, by now up in the 15 to 17 knot range, aided those reaching down from Marina del Rey and Redondo Beach but slowed those beating up from Newport Beach. *Escudero* had crossed the line rail down, ending a satisfying 25-mile beam reach from Long Beach harbor for the visitor from the mid-West and his crew.

Two Bertrams had crossed the channel with the Columbia fleet. One was a 27′ cabin cruiser ready to do messenger service or render any assistance necessary. The other, a 35-footer, chased after each arriving Columbia. Riding the bow was a Columbia executive who used a fish-landing net to present a bottle of chilled champagne to the surprised skipper. This was an innovation and one likely to require repetition by popular demand. Al Waddington, from Columbia's eastern division, reported he lost no bottles. The bubbly had been brought from the mainland, iced down in three big plastic trash cans lashed in the Bertram's stern cockpit. As the cruiser bore down on several transoms, skippers protested, "We didn't race." It made no difference. Racing or cruising, each arriving Columbia deserved champagne. Waddington did yeoman service passing out those 176 quart bottles.

Once the mooring lines were secured, hibachis were brought out on decks or families carried their food ashore and used the grills permanently installed on the beach. The air was soon heavy with the mouth-watering aroma of sizzling meat.

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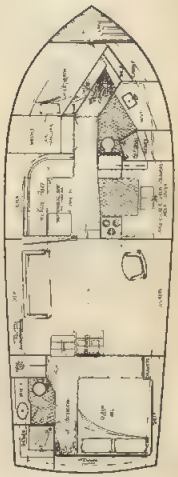
Viking PRESENTS THE ALL NEW 38′ DOUBLE CABIN



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A large fiberglass flying bridge with center steering and side seats to accommodate five. Full galley, dinette, and plenty of room to sleep eight people. Fully equipped and, with the exception of electronic gear, is ready to go. A full 38′4″, she must be seen to be appreciated.

viking YACHT CO. YACHT CO., NEW GRETNA, N.J. 08244

FINE RATTAN FURNITURE
BY Vogue

We invite you to request our sample kits of Rattan with finishes as listed on this page and the upholstery and table top samples too. All we ask is that you return them to us so we may keep them in circulation. Make your color selections from these samples. See for yourself that this Rattan is solid not hollow and stronger than some woods. Vogue Rattan Furniture is durably constructed by skilled craftsmen in the U.S.A. and it is sized and treated.

We also offer—the Complete Catalog of Vogue Rattan Furniture and the complete swatch selection to be sent at your request on a memo billing of $16.00 to be credited upon their return

Swivel Rocker. Polyfoam cushioned comfort from seat to high back. Substantial base supports the lightweight but durable frame. Shown in woven textured fabric, treated for stain resistance. Colors: Olive, Gold, Green/Red, Two-tone Blue or Orange/Red. 24"W x 39"D x 38"H. Specify fabric color and Rattan finish (from listing). Ship. wt. 55 lbs.
19638F8757—Swivel Rocker. **Sugg. Retail $115.50**
19540F2311—Swivel Ottoman to match above. 19"W x 17"D x 14"H. Specify color and finish. Ship. wt. 15 lbs. **Sugg. Retail $39.50**
19639F8752—Swivel Rocker as above but Vinyl cushion cover. Specify color and Rattan finish from right. **Sugg. Retail $115.50**
19541F2311—Swivel Ottoman. Specify Vinyl color and Rattan finish from right. **Sugg. Retail $39.50**

Correlated Group. Polyfoam-filled, zippered, reversible cushions. Stain-resistant treated fabric. Specify Print and/or Solid color, Rattan finish and Table Top from list below.

19151F6081—**Lounge Chair.** 24"W x 32"D x 28"H. Ship. weight 30 lbs. **Sugg. Ret. $103.95**

19152F2984—**End Table.** 16"W x 25"D x 21"H. Ship. weight 20 lbs. **Sugg. Ret. $51.00**

19153F5379—**Round Coffee Table.** 37"W x 37"D x 15"H. Ship. wt. 45 lbs. **Sugg. Ret. $91.95**

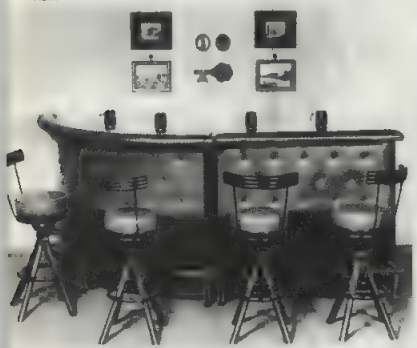
19154F18600—**Two-piece Love Seat Sectional Sofa** (shown on each side of Corner Table) each piece 43½"W x 32"D x 28"H. Ship. weight 100 lbs. **Sugg. Retail $317.95**

19155F7953—**Curved Corner Step Table.** 52" diagonally. 37"D x 20"H. Includes pad for first step to use as seat. Specify cover. Ship. weight 55 lbs. **Sugg. Retail $135.95**

19156F4034—**Rectangular Coffee Table.** 86"W x 18"D x 15"H. Ship. wt. 30 lbs. **Sugg. Retail $68.95**

19157F14506—**Sofa.** 66"W x 32"D x 28"H. Ship. weight 80 lbs. **Sugg. Retail $247.95**

Rattan Finish	High Pressure Plastic Table Top	Expanded Vinyl Colors	Print Fabric Predominant Colors	Solid Fabric Colors
Driftwood	Marbled White	Olive	Blue/Green	Gold
Rivawood	Black	Tangerine	Orange/Green	Green/Gold
Impression	Fruitwood	Gold	Gold/Green	Dark Olive
Walnut	Walnut	Black	Orange/Brown	Orange
		White		Bittersweet



Bars. Service bars for the kitchen. Refreshment bars for the rumpus room or family room. Bars as room dividers. Combine more than one for the size you need. Polyfoam padded top edges and button-tufted upper fronts. Padding covered with heavy duty expanded Vinyl—colors above at right. Lower fronts of rugged formed board in Rattan finishes and tops of plastic (see upper right). Each has footrail, one shelf and bottom ledge for storage. Specify Vinyl color, Top color and Rattan finish.

19642F7885—**Straight Bar.** 48"W x 23"D x 44"H. Ship. wt. 80 lbs. **Sugg. Retail $134.95**

19643F12984—**Curved Bar.** Either end may be used against wall. 76"W x 22"D x 44"H. Ship. wt. 130 lbs. **Sugg. Retail $221.95**

Swivel Bar Stool with Back. Backrest of triple strand Rattan. Polyfoam cushioned seat 15"x16" covered in expanded Vinyl and 29" high. Overall 40"H. Base of Rattan. Specify Vinyl color and Rattan finish.

19644F2686—Ship. wt. 20 lbs. **Sugg. Retail $47.95**

A Dining Group or a Game Table set. Continental heights shown for table and chairs but these are also available in standard heights at slightly higher prices. Tables have cane trim inlaid around top and on pedestal bases. Table top is high pressure plastic. Specify Rattan finish and Top color from above at right.

19163F9708—42" Octagonal Table. 26" H. Ship. wt. 85 lbs. **Sugg. Ret. $165.95**

19164F10761—48" Octagonal Table. 26" H. Ship. wt. 105 lbs. **Retail $183.95**

Swivel Cane Back Arm Chair. Polyfoam filled cushion. Shown as covered in expanded Vinyl. 25"W x 25"D x 30"H. Specify Vinyl color and Rattan finish.

19165F5587 Ship. wt. 32 lbs. **Sugg. Retail $65.50**

Write for Fabric Samples and Wood Finishes.—F.O.B. Kentucky Factory

SEA VOICE OF THE PEOPLE ON NARRAGANSETT BAY

CONTINUOUS MARINE WEATHER EVERY 30 MINUTES

AMERICA'S CUP STATION FOR THE NATION

AFFILIATED WITH WYNE ANNAPOLIS, MARYLAND THE CHESAPEAKE BAY MARINE WEATHER STATION

WSVP — SUBURBAN PROVIDENCE, R. I. 02893 PHONE 401-821-6200

BOATING IN THE CHESAPEAKE BAY?

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CONTINUOUS MARINE WEATHER
EVERY HALF HOUR . . . SCUTTLEBUTT . . .
TIDE TIME TABLE . . . NEWS . . . MUSIC
WHERE THE FISH ARE . . .
BOATING SALUTE

WYRE/810
THE CHESAPEAKE BAY MARINE WEATHER STATION
Annapolis, Maryland

AFFILIATED WITH NBC/TIME. THE CHESAPEAKE BAY MARINE WEATHER STATION

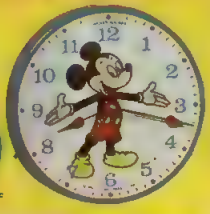
Disney Clocks...Perfect Gifts for all Youngsters...

COLORFUL 30 HOUR 'SEE-THROUGH' ALARMS
4¼" diameter,

(DD) Mickey Mouse / Donald Duck "making music." Green.
2702N825 . . . . . Retail $12.95

(DE) Cinderella and Friends. Red.
2703N825 . . . . . Retail $12.95

(DF) Mickey Mouse / Donald Duck "feats of magic." Blue
2704N825 Retail $12.95



and only from
Bradley
subsidiary of
HAMILTON WATCH COMPANY

CORDLESS BATTERY OPERATED WALL CLOCKS FEATURING BAKED ENAMEL CASES

Mickey Mouse... Brighten any home, distinctive figures, red hands, 8½" diameter.
2705N1067 . . Retail $15.95

Cinderella (not illustrated, round shape)
2706N1067 . . . . . Retail $15.95

Donald Duck.. delightful, lively colors, blue figures, hands. 7⅞" square.
2707N1067 Retail $15.95

FABULOUS FOLDING ALARM
Unique 40 hour Mickey Mouse clock with other Disney characters on top case ...will travel to camp, too. 3" diameter, specify case color: white or red
2708N730 . . . . . Retail $10.95

MAKE SOMEONE HAPPY
Sparkling 30-hour twin-bell alarm, gay colorful cases. Size: 3⅞" x 2¾".

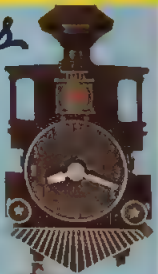
	Retail
2709N630—Pinnocchio—Orange	$8.95
2710N630—Mickey Mouse—Yellow	8.95
2711N630—Peter Pan—Green	8.95
2712N630—Donald Duck—Blue	8.95
2713N630—Cinderella—Pink	8.95

© WALT DISNEY PRODUCTIONS

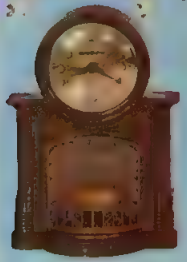
Mastercrafters

"ACTION LINE" ACCURATE SELF STARTING ELECTRIC

"Pot Belly" Stove Clock
2074N782—Old Fashioned Black Pot Belly Stove. Fire box flickers simulating glowing coals. 4" dial. Electric, hangs or stands. 11⅝" h x 6¾" w. Ship wt. 2 lbs
Sugg. Retail $12.95



"Engine" Clock
2501N762—Replica old fashion engine, headlight glitters, flickers. Hangs or stands. Bright chrome trim on black case. 4¼" dial Electric movement. U.L. Approved. 11¼" H., 6½" W. Ship. wt. 3 lbs
Sugg. Retail $12.95

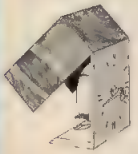


"Fireplace" Clock
1552N1173—Realistic flames dance and flicker. Case of beautiful walnut plastic Gold finish dial Electric 10½" h., 7½" w., 4¾" d. Ship. wt. 4 lbs.
Sugg. Retail $19.95

Swinging Playmates
2573N1173—Boy and girl swing gaily, alternately back and forth beneath a lovely garden bower illuminated garden scene controlled by pin switch. Plastic case in Walnut. 10⅝" H., 4¾" D. Ship wt. 4 lbs
Retail $19.95

"Perky" Kitchen Clock
Real percolating Action! A cheerful timepiece Hangs or stands . . for kitchen or den 11¼ lbs, 7¼" high 7⅞" wide. Ship wt 2 lbs. Sugg. Retail
2075N675—Copper $11.50
2076N675—Chrome 11.50

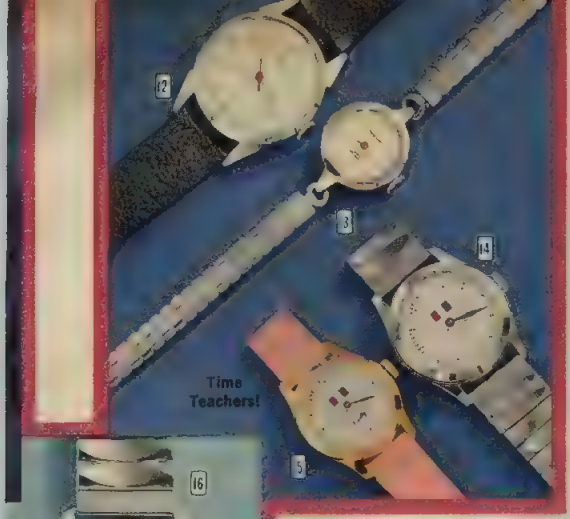
BLOCK CLOCK



- Has the appearance of a solid block of fine-grained walnut.
- Case is hinged at the rear top and snaps open from the rear bottom to adjust movement or replace the battery.

2714N1323—Although this attractive clock has the appearance of a solid block of fine grained walnut, it actually opens from the rear, allowing you to adjust the movement or replace the battery. Jeweled movement runs on one "C" cell battery. Ideal as a television clock, desk clock or any place in a home or office. 4¾"x 4¾"x2⅜" deep.
Sugg. Retail $22.50

TIME... FOR FUN!



12-13 PRECISION 7-JEWEL SWISS Newports make ideal first watch for boys and girls. Easy-to-read dial...Rugged Swiss movement; chrome-plated top.
(12) *Boys' Watch*. Handsome strap.
313 Y 2270—Wt. 8 oz.....9.97
(13) *Girls' Watch* with lovely band.
313 Y 2271 Wt. 8 oz.....9.97

14-15 "TIME TEACHER" WATCH for young boys and girls. Colorful numerals and hands actually teach children how to tell time! Instructions included
(14) *Boys' Watch* with chrome-plated metal top and expansion band.
313 Y 2328—Ship. wt. 8 oz.....9.59
(15) *Girls' Watch* with Gold color case and Pink strap.
313 Y 2327—Ship. wt. 8 oz.....9.59

16 SPACE EXPLORER WATCH . . . space capsule revolves around and around on unique action dial. What junior astronaut wouldn't be fascinated! Chrome-plated top and handsome expansion band.
313 Y 2326—Ship. wt. 8 oz.....9.99

17 BOZO TV WATCH . . . amazing action dial features a colorful juggling act that really moves! Shiny chrome top, Black strap.
313 Y 2329—Ship. wt. 8 oz.....9.99

18 MIGHTY MOUSE, the all-time TV great now on a super watch! Mighty's hands tell the time. Chrome-plated top, wide Red strap.
313 Y 2330—Ship wt. 8 oz.... 9.99

19 OFFICIAL HOT WHEELS Watch with action dial . . . watch the cars zoom around! Complete with chrome top and Black plastic strap.
313 Y 2331 Ship. wt. 8 oz.....9.99

20 SUPERMAN WATCH...see our hero fly around the action dial! With Gold color top and sturdy expansion band.
313 Y 2332—Ship wt. 8 oz.. 9.99

21 BARBIE WATCH SET complete with three interchangeable straps in Pink, Blue, and White Blue dial and Gold color case.
313 Y 2325—Ship wt. 8 oz.... 10.99

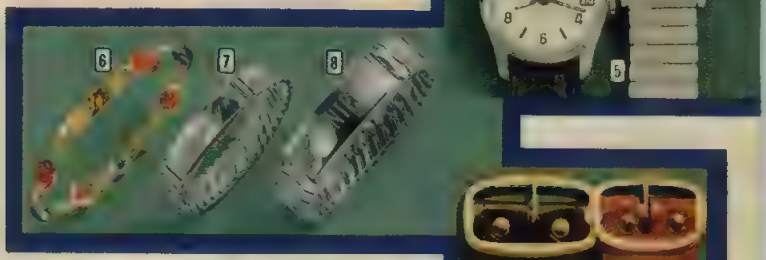
FUN WATCHES

1-2 CHARACTER watches! Metal top. Plastic figurine included. Ship. wt. 1 lb. 3 oz.
(1) MICKEY MOUSE.
313Y2224—Red Strap. 7.95
(2) CINDERELLA.
313Y2225—Pink Strap. 7.95

3 BOYS' CALENDAR. Water resist.* Chrome-plated top, steel back.
313Y2336—Wt. 9 oz. 10.95

4 BOYS' CALENDAR watch. Chrome-plated top. Luminous dial, hands. Swiss movement. Wt. 8 oz.
313 Y 2335... .....9.95

5 DAY-DATE for Boys. Water resistant.* Swiss movement, chrome - plated top, steel back, band.
313Y2337—Wt. 9 oz. 11.95



6 GIRLS' I.D.** Lucky Scarab Multi-color stones. Stretch band. Gold color metal. Ship. wt. 7 oz.
P31 Y 621 .....2.99

7-8 PHOTO I.D.'s for girls and boys.** Name plate hides photo. Stretch band. Chrome-plated.
(7) GIRLS' IDENT.
P31 Y 623—Wt. 7 oz. 2.99
(8) BOYS' IDENT.
P31 Y 622—Wt. 8 oz.. 2.99

9 GIRLS' Swiss watch set. Charm bracelet. Combination coin purse/key chain Gift boxed. Charms.
313 Y 2338—13 oz. ..10.49

10 BOYS' Swiss Watch Set. Zippered wallet. Pen, pencil. Gift boxed.
313 Y 2339—13 oz. .10.49

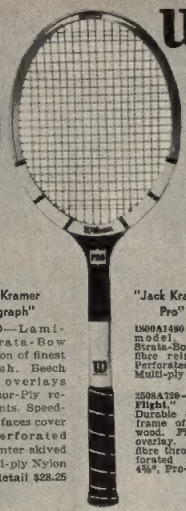
11-12 PERSONALIZED watch — boys' or girls'. State any first name or initial (8 letter limit). Swiss movement. Boys', wide Brown strap. Girls' wide Red vinyl strap. 9 oz.
(11) 31Y2333F *Boys.* 11.49
(12) 31Y2334F *Girls.* 11.49

**State first name. No C.O.D.'s.

Wilson

"Jack Kramer Autograph"

1599A1880—Laminated Strata-Bow construction of finest white ash. Beech shoulder overlays with Armor-Ply reinforcements. Speed-Flex fibre faces cover throat. Perforated leather center skived grip. Multi-ply Nylon strung. Retail $28.25



"Jack Kramer Pro"

1800A1480—Flex-shaft model laminated Strata-Bow frame, with fibre reinforcements. Perforated leather grip. Multi-ply Nylon strung. Retail $22.95

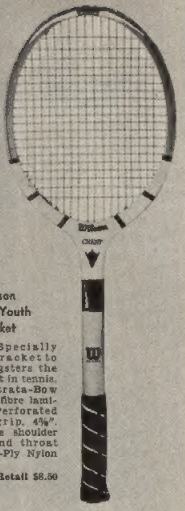
2508A720—"Kramer Flight." (Not Shown.) Durable Strata-Bow frame of select hardwood. Fibre shoulder overlay. Speed-Flex fibre throat faces. Perforated leather grip. 4⅝". Pro-Ply strung. Retail $11.00

"Championship" Tennis Balls

823A230—Wilson extra-duty Tennis Balls. Can of 3, hermetically sealed. Natural rubber core. Dacron-nylon-wool cover. Designed specifically for hard surface court play. Retail $3.10 Tube

Wilson King Signature

4908A1640—Specially fashioned for ladies' play. Laminated construction. Cherry wood lamination on outside of bow and down outside of shaft. Natural beech overlay. Red and white bindings. Tan leather grip has gold and black strip. Strung with multi-ply Nylon. Sugg. Ret. $24.50



Wilson Crest Youth Racket

4907A560—Specially designed racket to give youngsters the proper start in tennis. Sturdy Strata-Bow frame has fibre lamination. Perforated leather grip, 4¾". White fibre shoulder overlay and throat faces. Pro-Ply Nylon strung. Sugg. Retail $8.50

Volleyball and Badminton Combination

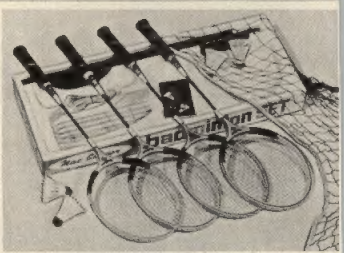
4188A880—4-Player combination badminton-volleyball set includes: 4 rackets with laminated frame, tempered steel shaft, twisted nylon strung and two-tone rubber grips. Official size and weight, striped volleyball. 20'x2' net. Inflator pump. 2 shuttlecocks. Metal poles and stakes, plus guy ropes and adjustors. Sugg. Retail $14.50

Deluxe Badminton Sets

For Fun And Relaxation MacGregor

Fine Quality Badminton Set

4908A800—Imported set of four steel shaft rackets with laminated frame and with twist nylon. Included in set: two Carlton shuttlecocks, one heavy duty net, set of metal posts, official badminton rule book. Mfr's. Sugg. Retail $12.00



MacGregor Deluxe Badminton Set

4811A1990—This top quality 4 player set consists of 4 tempered steel shafts, three-ply Peerless rackets strung with twist nylon. A 20'x2' steam tarred heavy duty net and one set of metal posts and pegs; 4 Carlton shuttlecocks; an official badminton rule book. Packed in styrofoam package for use on picnics or storage. Mfr's. Sugg. Retail $18.00

Willie Mays Personal Model

4909A3373—Designed for great ball control. New "Double 'T' Web," heavyweight cork color glove leather, fully cowhide lined. Adjustable finger tip laces, thumb and fourth finger loops, padded wrist strap, and a removable thumb reinforcer are just a few of the features of this glove. Sugg. Retail $35.50

MacGregor

Ron Santo Autograph Model

4824A1606—Constructed of fine grade glove leathers. Entirely leather lined. Features a large, rugged, two piece solid web with crossed lacing. Padding anchored by leather thumb, palm and finger diagonal lacings. Adjustable, Hold-Tite wrist strap. Sugg. Retail $26.00

Wilson

Glenn Beckert Pro Style Model

4910A1360—Deep, Grip-Tite pocket and Snap-Action palm lacing provide outstanding playability and flexibility. Leather laced finger tips and palms. Streamlined back fingers retain playing shape. Sugg. Retail $21.00

Worldwide Marine, Ltd. Proudly Introduces in the U.S. the Penguin 52 Ocean Tamer, One of Five Models in A Line of Authentic North Sea Luxury Trawler Yachts Custom-Built In Dublin, Ireland.

WE CHALLENGE ANY OTHER BUILDER IN THE WORLD TO MATCH THIS 52', 35-TON OCEAN TAMER IN CONSTRUCTION, MATERIALS, SEA-KEEPING, SAFETY, DURABILITY AND POWER AT A PRICE OF $99,500.

Constructed entirely of Iroko teak, the Penguin's massively-timbered hull is built *identically* to commercial trawlers working year 'round in the stormy North Sea. She will be sailed 3500 miles across the Atlantic just as her larger sister ships in the line, 77½', 65', 60' and 57', and will plow through any seas at a true 8½ knots cruising speed.

We offer the Penguin 52 at the incomparable price of $99,500 with more standard equipment than required to meet U.K. Ministry of Transport requirements for sea-keeping and safety — more than is offered by builders of conventional cruising yachts costing several thousands of dollars more. She will come to you with top quality, brand-name equipment including a Caterpillar D330 CT, Cummins, G.M. or other comparable main engine generating 120 H.P. at 2000 RPM; Westerbeke 15 kw gen.; custom (U.S.) elec. system; flying bridge with second steering station; 2 Kelvin-Hughes compasses, 2 helm indicators; Straight Line elec. windscreen wiper; 3 Raritan Crown heads; Princess 1200 stove; elec. windlass; Danforth anchor; and Beaufort 4-man lifeboat.

For $119,500, we'll deliver the Penguin 52 fully equipped, with all of the standard items plus 18 optionals including Vosper Mini-Fins; Cruisair air cond.; Pinta heavy-duty auto-pilot; Benmar 1500 single sideband transceiver and VHF/FM radio tele.; DR-26 Recording echo sounder; Direction Finder; Decca 101 radar; Westerbeke Sea-Still water maker; Walker Speed-Dist. log; Tannoy hailer, intercom system; auto. dishwasher; Hoovermatic washer-dryer; wet bar on aft deck; garbage disposal; 11'6" Dell Quay dory; davit; and, Simpson-Lawrence accom. ladder. The decision to order all, or any, of the optional items is yours, with the final price adjusted accordingly. Though an auxiliary front-end power take-off from the generator is not included in our optional equipment at this price, we'll gladly obtain it for you.

Both prices include delivery to the New York area, duty-paid and fully insured for one additional month after crossing. Slightly higher delivery to other ports.

We invite you to study the brokerage section of this magazine and compare the price of our new, custom-built Penguin luxury trawler yacht with even used vessels of equal or greater tonnage.

Specifications:

LOA — 52'0". LWL — 47'6".
Beam — 16'4". Draft — 6'0".
Freeboard Fwd — 9'0"; Aft — 6'7".
Cruising Range — 1400 miles.
Fuel — 600 Gals.
Water — 300 Gals.
Sleeps 7 persons, 6 in three Double Staterooms (all with wide lower berths) and 1 in Main Saloon.

We invite you to send $1.00 for our 14-page illustrated brochure.

WORLDWIDE MARINE, LIMITED

Sole Agents in North and South America
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1688 Meridian Avenue
Miami Beach, Florida 33139

Sears Best

Move out on our best 13-inch Sidewalk Converta-Bike

It has everything from *rear coaster brake* to racy chromed "sissy" bar and twin tubular crossbars

$26.99

Slim 13-inch Converta-Bike has flashy "Spyder" styling $21.99

Great styling plus durability—this bike's a real winner. Chrome-plating gleams on hi-rise handlebars, crossbar and fenders. Quilted vinyl banana saddle. 1¾-inch semi-pneumatic tires on smooth-rolling nylon-bearing wheels. Removable 5-inch training wheels. 2-coat flamboyant orange finish.

79 N 87503L—Shpg. wt. 26 lbs. $21.99

Convert from boy's to girl's style by removing crossbar

Standard 13-inch Converta-Bike $18.99

You'll get lots of miles out of this easy-riding bike. It has the same nylon-bearing wheels and 1¾-inch semi-pneumatic tires as our better bikes. Removable 5-inch training wheels. Adjustable semi hi-rise handlebars, metal saddle, bright red enamel finish.

79 N 87502L—Shpg. wt. 26 lbs. $18.99

NOTE: Before ordering bikes, be sure to see How to Order Correct Size on facing page.

The king of the sidewalk bikes. This one has the sharpest, sportiest look in town. 2-coat flamboyant lime finish gleaming chrome-plated "sissy" bar, hi-rise handlebars and fenders . . . glitter vinyl banana saddle, non-slip grips and streamers. *Rear coaster brake* gives better control—you can coast without pedaling, or stop quickly and safely. Easy pedaling nylon-bearing wheels, 1¾-inch semi-pneumatic tires. Removable 5-inch training wheels.

79 N 87504L—Shipping weight 26 lbs. $26.99

10-inch Training Bike $12.99

Sturdy, good-looking—a perfect first bike. Adjustable semi hi-rise handlebars, metal saddle. Nylon-bearing wheels with 1¾-inch semi-pneumatic tires. Removable 4-inch training wheels. Red enamel finish.

Shipping wt. 16 lbs.

79 N 87501C . . . $12.99

10-inch Chain-drive Bike $16.99

This easy pedaling 10-inch bike is loaded with sporty big bike features. Gleaming chrome-plated hi-rise handlebars and fenders, vinyl streamers. 2-coat flamboyant aqua finish. 1¾-inch semi-pneumatic tires on nylon-bearing wheels. Metal saddle. Removable 4-inch training wheels.

Shipping weight 18 pounds.

79 N 87506C $16.99

Chain-driven Tractor and Trailer of heavy-duty steel

Save $4.00
Buy Tractor and Trailer

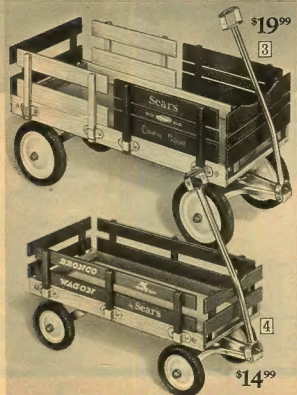
A value that's SOMETHING SPECIAL — Only $32.98

Tractor only $28.99 | Trailer only $7.99

{ 1 and 2 } Separately $36.98. Ball-bearing chain drive means you pedal smooth and fast. Rugged 12-inch semi-pneumatic tires on rear, 8-inch dual front wheels with molded rubber tires for long wear and smooth running. Life-like details, too. Has 4 spark plugs with "wires". Comfortable seat is adjustable for different leg lengths. Tractor has trailer hitch with pin. Trailer has 8-inch wheels with molded rubber tires. Tailgate opens to unload. Tractor is Mustang orange with black and white trim; 38 inches long, 24 inches wide, 27 inches high. Trailer is Mustang orange with white trim; 23 inches long, 11 inches wide. Shipped partly assembled. Tractor with trailer or tractor alone sent freight (rail or truck) or express.
79 N 8602BN2—Shipping wt. 51 lbs. Set **$32.98**

(1) **Tractor only.**
79 N 8600BN—Shipping weight 40 lbs.... 28.99

(2) **Trailer only.**
79 N 8608SC—Shipping weight 11 lbs..... 7.99



$19.99
3
$14.99
4

Wooden Stake Wagons
Remove the wooden side panels and use as a coaster wagon

{3 and 4} Finest hardwood weather-protected with varnish. Puncture-proof semi-pneumatic tires and nylon bearings that never need oiling give a smooth ride. Parts smoothly finished. Steel chassis. Double-disc steel wheels. Push-on hub caps. Fit-grip handles. Unassembled.

3 **Country Squire Wagon.** 38x18x10-in. body. Seminole red front stakes; natural-finish rear stakes and body.
79 N 8550SL—10x1.50-in. tires. Shpg. wt. 38 lbs. $19.99

4 **Bronco Stake Wagon.** 30x15½x7½-in. body. Red stakes.
79 N 8550SC—7x1.25-in. tires. Shpg. wt. 23 lbs.... $14.99

Steel Coaster Wagons with fire engine red enamel finish

5 The "500" with ball-bearing wheels
$12.99

6
The "400" $9.99 | The "300" $7.99

5 **"500" Wagon.** Double-disc steel wheels with ball bearings give smooth ride, last longer. Steel construction withstands rough treatment. 10x1.50-in. puncture-proof tires, push-on hub caps, fit grip handle. 36x17½x4½ in. deep.
79 N 8511L—Unassembled. Shpg. wt. 29 lbs. $12.99

6 **"400" Wagon.** Nylon-bearing wheels. 8½x1.25-in. leak-proof tires. 34x15½x4 inches deep.
79 N 8512C—Unassembled. Shpg. wt. 23 lbs. $9.99

"300" Wagon. Nylon-bearing wheels. 7x1.25-in. leakproof tires. 28x13x3½ inches deep. Unassembled.
79 N 8550ZC—Shipping weight 18 pounds.... $7.99

GT Scooter has blue metallic finish and sporty Mag wheels
$7.99

Mag wheels have ball bearings that give you a smooth ride, last longer. Body has metallic blue enamel finish. Fenders and aluminum handle have white enamel finish. Flip-down stand, foot brake. Scooter 38x13x34 inches high. 10x1.50-in. tires.
79 N 8550SC—Unassembled. Shpg. wt. 14 lbs. $7.99